ol XLIX. No. 1

Price 30 Cents

# hie Inland Printers



The Sullmanco Way
Is the title of a book
That tells you the right way
To buy the right inks
At the right price.
Write, right away
For the Sullmanco Way



### Sigmund Ullman Co.

New York Chicago Cincinnati Cleveland

Philadelphia





# rInglishIinis

is a vacation for th

THE following summary of the peculiar qualities of Star English Finish Book Paper will indicate conclusively the value of this paper to publishers, printers and advertisers. Please consider it especially in connection with text and school books, magazines, periodicals, catalogs and advertising literature.

#### Advantages of Star English Finish Book Paper

Delicate, warm color tone; smooth, velvety surface, free from gloss or glare; suitable for printing zinc etchings, half-tones and color plates; opacity, allowing solid forms on one side of the sheet without showing through and interfering with the clearness of type matter or illustrations on the other; bulking properties, giving greater thickness in a given weight; uniform high quality year in and year out; saves time in make-ready; has good folding qualities; will hold fast in the binding, which is essential in books that are much used; permanence of color and strength; does not require slip-sheeting.

> SEND FOR PRINTED SHEETS FOR TESTING



SPECIMENS OR PLAIN OR DUMMY PURPOSES

#### J. W. Butler Paper Company Chicago

ESTABLISHED 184

Distributors of "Butler Brands"

v



### Kamargoize Your Catalog Work

Make it stand out from the work of other good printers - make it please your customers better - earn more money for you - and bring you more catalog orders.

Every printer knows that the test of catalog efficiency is the appearance and serviceability of the cover-stock used.

To give your catalog work a richer, more attractive appearance-to make every catalog, booklet, brochure and folder you print last longer and produce greater results for both your customer and yourself, use

# Kamargo Mills

## Catalog Covers

In Kamargo Covers we not only produce a cover-stock that will do your work greater credit - but we are educating catalog users everywhere to appreciate the service of the printer who gives them Kamargo Covers.

In SYSTEM, each month, we are explaining the value of Kamargo Covers to over 100,000 business executives—probably 500,000 users of catalogs. We are arousing these possible customers of yours to the necessity of better looking and better wearing catalogs-thus making greater profits easier for you. Our advertisements invite every business man to ask his printer about Kamargo Covers. Are you prepared to answer the inquiries resulting from this advertising? It will pay you to recommend Kamargo Covers.

Simply write us on your letter head to-day, and we will send you the Kamargo Mills Samples de Luxe. It is an interesting exhibit, showing 31 actual examples of the unusually beautiful effects obtainable with Kamargo Covers - a text-book on catalog treatment that will prove valuable to every printer. A copy is ready for you May we send it to you now?

Knowlton Bros., Inc.

Cover Dept. B

Watertown

New York



## Up to Date

MR. W. J. Hartman's address, "The Printer and Supply Man," before the Second International Cost Congress at St. Louis, in October, 1910, expressed so clearly our own views on the relations that should exist between the manufacturers and users of machinery, that we printed this and sent out 25,000 copies. From our foreword to this book, we quote as follows:

"We hold that the manufacturer of machinery owes it to the users of his machines to co-operate with them in obtaining the maximum return from their investment and that the manufacturer who publishes extravagant claims of low production costs places in the hands of buyers of printing a club to beat down prices of printing, thereby robbing the printer of part of his legitimate profit."

The Boston Typothetæ Board of Trade, on December 7, 1911, passed the following Resolutions, which were later adopted by the Ben Franklin Club of Chicago, the New England Cost Congress, the Ben Franklin Club of Cleveland, the Graphic Arts Club of Portland, Maine, and the Middle Atlantic States Cost Congress:

- WHEREAS: the machine hour costs collected by the various printing trades associations are no more an indication of the relative efficiency or profitableness of different types of printing machinery than they are evidence of the ability of the proprietors of the different offices from which these figures were obtained, and
- WHEREAS: it is impossible to draw any conclusions from these hour costs without complete information as to the conditions under which the machines are operated, the kind of work on which they are used, and the number of productive hours, it is hereby
- RESOLVED: that we place ourselves squarely on record as being opposed to manufacturers of machinery using these figures to substantiate claims for low production costs, which not only defeat the very object for which these figures were obtained, but also mislead purchasers of machinery; and be it further
- RESOLVED: that advertising machinery on the basis of "decrease your costs, make lower prices to get business," etc., is detrimental to the printing industry and should be discontinued by all parties selling machinery.

The Monotype is as Up to Date and as Helpful to Printers as the Selling Methods of the Monotype Company

LANSTON MONOTYPE MACHINE COMPANY PHILADELPHIA

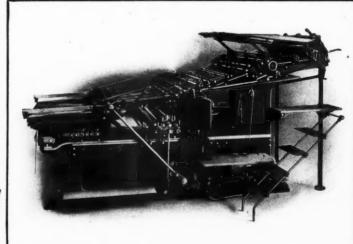


# Human Hands

Should never be employed at a task which a machine will do as well or better . . . . . .

The Cross Continuous Feeder works faster, better, longer, and at much less cost than is possible for the human hand. It is the perfection of automatic feeding. Get in touch with us now for your probable wants

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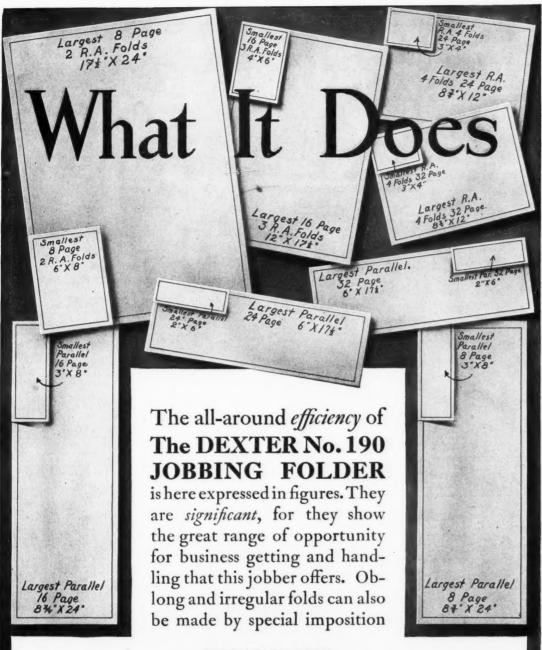
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#### SHEET AND PAGE SIZES

	Regul	ar Work		Gang Wor	rk
Right Angle Folds	Sheet Sizes, Inches	Page Sizes, Inches	Right Angle Folds	Sheet Sizes, Inches	Page Sizes, Inches
8 pages	12 x 16 to 35 x 48	6 x 8 to 171/2 x 24	8 pages	8 x 12 to 24 x 35	3 x 8 to 83/4 x 24
16 pages	12 x 16 to 35 x 48	4 x 6 to 12 x 171/2	16 pages	12 x 16 to 35 x 48	3 x 8 to 81/2 x 24
24 pages	14 x 15 to 35 x 36	31/2 x 5 to 83/4 x 12	24 pages	14 x 15 to 35 x 36	21/2 x 7 to 6 x 171/2
32 pages	14 x 20 to 35 x 48	$3\frac{1}{2} \times 5$ to $8\frac{3}{4} \times 12$	32 pages	14 x 20 to 35 x 48	$2\frac{1}{2} \times 7$ to 6 $\times 17\frac{1}{2}$

Oblong and many irregular folds can also be made by special imposition. Write us for descriptive booklet and set of dummies.

DEXTER FOLDER COMPANY

200 Fifth Avenue, NEW YORK 431 South Dearborn Street, CHICAGO
Dodson Printers' Supply Co., ATLANTA, GA.
T. W. & C. B. Sheridan, LONDON, ENGLAND
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THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT New York Office, 38 Park Row John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

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# The Babcock Optimus

#### Extracts from Letters Recently Received from Optimus Owners.

Extracts from Letters Recently

"We installed our first (Optimue) press about eight years ago and have since added two more, which clearly shows how much we think of your press."

The new No. 70 ptimus is working in first-class shape. The wide range of work that can be done with this battery of cylinder pressess of which we have five, all of them Optimus, makes our plant elastic. We have had one of your pony pressess in almost daily use for thirteen years, and have only recently had one of the presses of them of

"We are running two Optimus Presses. They are giving perfect satisfaction. In increasing our facilities we shall consider the Optimus."

"About five years ago we installed in our factory two of your large Optimus presses, and two Pony size. We have run these machines constantly on all kinds of work. They have invariably given good satisfaction."

"The writer is pleased indeed to testify concerning the most excellent efficiency of your machines. It is our purpose very soon to install further equipment of your make."

"We have used for a number of years several of your Babcock presses. We are greatly pleased with them"

"The five Babcocks are running nicely. Some of the presses are fitted up with Cross feeders, and the No. 9's (39x55) we have run 2100 per hour. We are well pleased."

"I am glad to tell you that I am fully satisfied with the two presses."

"We have only recently installed our second Babcock Optimus, and are highly pleased with both the old and the new."

"We now have four Babcock Optimus presses, and doubt if there is a more efficient battery of two-revolutions in Boston. We are so well satisfied that the ordering of our last press consumed about ten minutes."

"If a printer used Optimus presses for a term of years, and purchases the same make as the growth of business demands new machinery, it would appear to be good evidence that such machines wear well, are economical to operate, and are money makers. Such has been my action. I have no cylinders in use but the Optimus. I have one in steady use for twenty years on which repairs have been but a few cents, is still in good register and shows remarkably small wear."

"Our pressrooms contain only Optimus presses of various sizes, from the smallest to the largest. They have never given us a minute's trouble. Our oldest press a No. 6 now per twenty years old dives us as good product since

to be good evidence that such macnines wear wen, are economican to operate, and are money makers. Such has been my action. I have no cylinders in use but the Optimus. I have one in steady use for twenty years on which repairs have been but a few cents, is still in good register and shows remarkably small wear."

"Our pressrooms contain only Optimus presses of various sizes, from the smallest to the largest. They have never given us a minute's trouble. Our oldest press, a No. 6 now over twenty years old, gives us as good product since it was re-registered two years ago."

"We have found the Optimus presses to be all that we expected. The repairs are practically nothing. We are especially pleased with the slip sheet carrier."

"We have had most excellent success with the various styles of your printing press we have installed. We are doing two, three and four color-work."

"We have found that its method of delivery is unequalled in its ability to handle fully inked sheets without offset."

"Using the Optimus for eighteen years, and finding perfect satisfaction, we have replaced three of the original ones with later models. One in constant use sixteen years was doing registered work the day before it was taken down. Our work is fine half-tone, for which the Optimus is especially suited."

"Before installing Optimus presses we investigated the merits of other high-class machines. We felt that your press possessed the greatest number of meritorious features, such as rigidity, absolute register, perfect distribution, unexcelled delivery, lack of vibration, and ingenious roller sockets, features we have since proven to our entire satisfaction, and are thoroughly pleased."

"Since the installation of the three large Optimus presses we have established a reputation of being the best printers in our particular line, the producing of men's fashionism in various forms. We attribute this reputation to the high of men's fashionism in various forms.

"We have have a bean using two No. 7's for four years without cost for repai

# Hamilton's COMPOSING-ROOM FURNITURE

#### Now available in WOOD or STE

Catalog of all-steel composing-room furniture now ready. A copy will be sent to all inquiring printers interested in steel equipments.

IT is a significant fact that we have just booked three Steel Equipment outfits, namely, Sears-Roebuck Company, Poole Brothers Company, and the Blakely-Oswald Printing Co., all

of Chicago. In each case our goods were selected because of their superior construction, as demonstrated by samples submitted.



Hamilton's Patent Cutting Stick has saved thousands of printers from 50 to 75% in their cutting stick bills.

The new All-Steel Stick overcomes all the difficulties with which printers have contended in the use of the old style patent stick, partly made of wood with steel trimmings.

All danger of breakage is overcome.

Special Advantages

Special Advantages
No breakage of body
piece.
No accurate fit
required.
No turned steel on end,
allowing full
length cut.
No removing of body
piece from machine
in renewing auxiliary cutting strip.

operation.

Recess in main body piece A to allow the wrench to engage binding screw bolts D in renewing auxiliary cutting strip G without taking the main body piece A from the recess in machine bed C. The auxiliary cutting strip is firmly held in place under the shear of the knife without resorting to the turned steel on the end, thus providing a full length cut. The auxiliary cutting strip can be removed from the main body piece and renewed or reversed without taking

the body piece from the machine bed. The main body piece is locked in the depression in the machine bed and the auxiliary cutting strip is secured in the body piece at one operation, by means of the screw bolts shown in the illustration. The Improved All-Steel Patent Cutting Stick can be supplied in any size

desired to fit any paper cutter at net prices shown in the price-list on this page.

Cross Section - End View of Hamilton's Improved All-Steel
Patent Cutting Stick

Bed of Paper Cutting Machine.
Main body piece of steel.
Auxillary cutting strip of wood.
Clamping blade which secures the wood cutting strip G.
Guide bolts secured to Clamping Blade E.
Screw bolts which bind the main body piece A in the cutting machine recess,
and also bind the auxiliary cutting strip G in the main body piece A at one
operation.

Potent Pending



Give size square of body piece. Give length of body piece. State how far from front edge of stick the knife strikes. State number of auxiliary strips wanted.

#### Net Prices of Hamilton's Improved All-Steel Patent Cutting Sticks

	Main body piece com- plete with screw bolts and locking wrench.	
Less than 30 in.	\$ 7.00	.25
30 to 38 "	8.00	.25
38 to 54 " 54 to 70 "	9.50 11.00	.40
70 to 84 "	12.50	.60
84 to 96 "	14.00	.75

Send for complete descriptive circular.

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing plants in the United States,

Full View - All Steel Patent Stick

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ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

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**ONE** impression

HQUEEN CITY Cincinnati Philadelphia Dallas PRINTING INK C. Boston Minneapolis Detroit

**RICH GOLD INK 6700** 

HEQUEEN CITY Eincinnati Philadelphia Dallas PRINTING INK & Chicago KansasCity Rochester PRINTING INK & Boston Minneapolis Detroit

PALE GOLD INK 6701

HIQUEEN CITY Eincinnati Philadelphia Dallas PRINTING INK C. Boston Minneapolis Detroit

**NUGGET GOLD INK 6940** 

oThyt

### Read This Mr. Printer

8. Z. MILES, Presiden

& M. MILES, Vice-Pro-

A 1 DRYER Sam Tons



Telephone Main 2851 1744-46 Lawrence Street

DENVER, COLORADO

Feb. 23, 1912.

The Autopress Company,

299 Broadway, New York City, N. Y.

Gentlemen:

No doubt upon receipt of this you will have received our check in payment for the Autopress recently installed. To say that we are pleased would be stating it mildly, for you have demonstrated to our entire satisfaction that it does all you claim for it, and has filled a long felt want in our establishment.

We wish to call special attention to one job in particular, a full sized form on 11 x 17 sheet of French folio, containing 6 numbering machines and 2 perforating rules. This was a triplicate receipt book containing 60,000 impressions. We felt this was impossible to run, in fact when your instructor said he could run it, we thought we would have to lift the form, but he not only demonstrated that the Autopress would handle it, but obtained an average of 2200 impressions per hour which we are candid to admit is the work of four Gordons for a job of this kind.

We wish to extend to you our sincere thanks for the interest you have shown in this installation and your courteous treatment has made this a most pleasant business transaction, and from the business like way with which you have conducted this matter, we cannot but feel assured that your interest in our welfare and success will be amply proven by the prompt care and attention you agree to give our future favors.

Again thanking you for your many favors and hoping the near future, will see another Autopress in our establishment, we remain.

Very truly yours.

The Miles & Dryer Printing Co.

Who could ask for stronger evidence of the wonderful ALL-AROUND UTILITY of the Autopress than is expressed in this letter?

No wonder Miles & Dryer are pleased. Read the second paragraph of their letter with particular care.

Miles & Dryer have lots of company in their enthusiastic admiration of the Autopress. Right in their own beautiful city of Denver, where good printing is the rule, Autopresses are daily gaining new recognition. Ask Wahlgreen, or the C. F. Hoeckel people, or Kistler, who has just installed his SECOND Autopress.

Throughout the country the story is the same. In the Rocky Mountain region, the Franklin Press, at Pueblo, Colo.; the Citizen Printing Co., at South Omaha; the Stockyards Printing Co., at Kansas City, are merely suggestive instances.



Remember this: The Autopress is THE ONE JOB PRESS THAT COMBINES THE CAPABILITIES OF ALL OTHERS. It does all that a platen press can do, and does it from 3 to 5 times as fast, without a hand feeder. It does all that a pony cylinder can do and does it better and faster, and saves the feeder's pay. In a word, The Autopress is the Printers' short cut to increased profits.

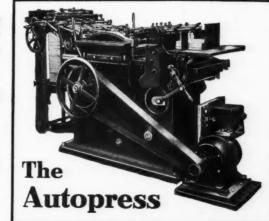
#### The Autopress Feeds Itself

and prints, counts, delivers, stacks and jogs the paper—all automatically at

#### 5000 Per Hour from Type or Flat Plates

Write today for full information about this wonderful machine that is revolutionizing job work and increasing job work profits everywhere.

Sold on Easy Terms

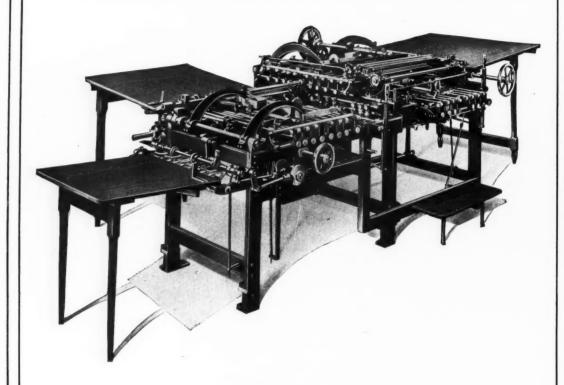


The Autopress Cmipany

299 Broadway, New York

CHICAGO, 431 S. Dearborn St. ATLANTA, GA., Rhodes Bldg. LONDON, ENG., 85 Fleet St. SAN FRANCISCO, Phelan Bldg. BOSTON, 176 Federal St. TORONTO, CAN., Carlaw Ave.

## New Periodical Folder



Has a range of 8, 12, 16, 20, 24 and 28 pages. Pastes and trims 8, 12 and 16 pages. Pastes 8, 12, 16, 20, 24 and 28 pages.

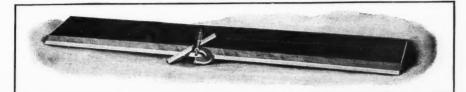
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#### Brown Folding Machine Co.

Erie, Pa.

Chicago 345 Rand-McNally Building New York City 38 Park Row

Atlanta, Ga. J. H. Schroeter & Bro. ESTABLISHED 1830



# "COES" MICRO

# **Paper Knives**

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

Micro-Ground. Com Micro-Ground, Com Micro-Ground. Com Micro-Ground.

"COES" warrant (that's different) better service and

#### No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

#### LORING COES & CO., Inc.

WORCESTER, MASSACHUSETTS.

Micro-Ground. W Micro-Ground. W Micro-Ground.

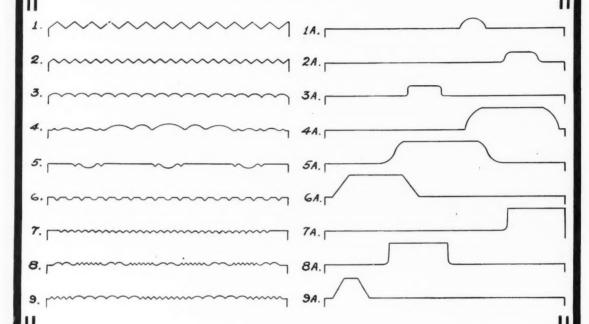
New York Office -W. E. ROBBINS, 21 Murray Street

#### COES RECORDS

First to use Micrometer in Knife work .								1890
First to absolutely refuse to join the Trust								1893
First to use special steels for paper work								1894
First to use a special package								1901
First to print and sell by a "printed in figu	ires	Pr	ice-	list				1904
First to make first-class Knives, any kind							since	1830

COES is Always Best!

# "OSWEGO"



#### Some Special Shapes Cutable

on Oswego Cutting Machines with the Vertical Stroke Attachment.

For a few dollars your new double shear stroke Oswego Auto Cutting Machine may be equipped for special work that brings an extra profit.

The Oswego method cuts the maximum output accurately within the least floor space and with the least expenditure for power and of effort.

It will be a pleasure to help you with your cutting problems.

Write to-day for "Contracts for Oswegos"

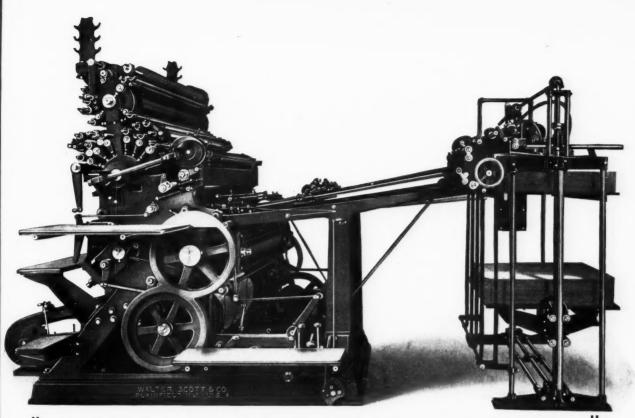
#### **OSWEGO MACHINE WORKS**

NIEL GRAY, JR., Proprietor

OSWEGO, N. Y.

Cutting Machines Exclusively

Ninety sizes and styles 16 inch - 84 inch



# IN THE EAST, WEST, NORTH AND SOUTH The SCOTT Six-Roller Rotary Offset Press

Has demonstrated that it is the only Offset Press that has made color-printing on this type of machine

#### A COMMERCIAL SUCCESS

The Scott Six-Roller Press registers to a hair, and with the improved ink distribution prints the heaviest bodies of color or the lightest tints equally well.

#### THE LISTS OF USERS

shown in last month's advertisement is growing weekly. Your name on the list would be a sign that your plant is up to date.

YOU CAN ALWAYS DEPEND ON SCOTT LITHO. MACHINERY

#### WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

Main Office and Factory: Plainfield, New Jersey, U.S.A.

NEW YORK, 41 Park Row

CHICAGO, Monadnock Block

### I. T. U. Course in Printing Benefits Employer and Employee

This Course teaches the principles of design and color harmony that underlie display typography.

In applying these principles the student does every-day jobwork in type or with sketches, as suits his convenience.

Instruction is given by correspondence, the lessons being scrutinized and marked by capable instructors. They are returned to the students with typewritten reason-why comments explanatory of the markings.

Hundreds testify to the efficiency of this method. The Course is an all-round trade benefactor. It helps the employer when he happens to know the worth of good printing. Here is the testimony of a thirty-year-old Ohio student on these points:

The benefits derived from the instruction which I have already received are helpful in many ways. Two, particularly, I wish to mention: First, the employer demands a higher price for the advanced quality of his product. Second, he in return expresses his appreciation in the pay envelope. It has worked that way with me for three successive years, together with at least half a dozen different propositions which I have refused.

If you are interested in composing-room activity, you are overlooking a good bet if you are not fully informed about this trade educational effort.

You can procure information by dropping a postal to

#### THE I.T. U. COMMISSION

632 South Sherman Street, Chicago, Ill.

The price — \$23 for cash, or \$25 if taken on the installment plan of \$2 down and \$1 a week till paid. This is less than actual cost. The International Typographical Union not only defrays all promotional expenses, but gives a rebate or prize of \$5 to each graduate.



ENGRAVING DEPARTMENT

# Che HENRY O. SHEPARD G.

SUCCESSORS TO THE INLAND-WALTON ENG.CO.

632 SHERMAN ST. CHICAGO, ILL.

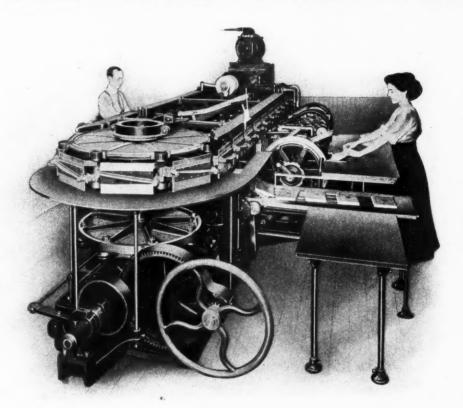


#### THE PERFECT WAY TO BIND A MAGAZINE

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for

MAGAZINES, CATALOGUES AND TELEPHONE BOOKS



AUTOMATICALLY BINDS AND COVERS IN ONE OPERATION, DISPENSING WITH WIRE OR THREAD, AND AT THE SAME TIME TURNS OUT

#### A FLAT OPENING BOOK

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Established 1835

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17 S. Franklin Street, CHICAGO
65-69 Mount Pleasant, LONDON, E. C., ENGLAND

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H. LIEBES & CO.

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Page Nineteen

100 CLER OF B HALIEBES & CO.
SAN FRANCISCO, CAL. Fig.57 Fig.58

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# SPRAGUE ELECTRIC CHRONICLE

APRIL

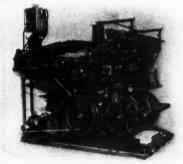
NEW YORK, N. Y.

1912

#### **Electric Drive Applied to Printing Machinery Reduces Expenses**

The new scientific management of printing plants recognizes the electric drive as one of the prime factors in reducing the cost of production. While reducing the power expense it also increases the output, thereby effecting a two-fold profit.

With the individual electric drive a press or other machine does not consume power except when in action. The overhead line of shafting is constantly eating up profits, as power to run it is necessary if only one machine on the line is busy, but with the electric motor you pay for only the power actually used when working. If one press, for instance, is running overtime, you do not have to pay for enough power to run the whole establishment—you only pay for the power necessary to run that press.



Round Type Motor Belted to Kellogg Rotary

The line of shafting and belting is source of danger and deterioration. There is danger of the pulleys and belts slipping or working loose, and if any part fails it may smash a press or injure a workman. There is also danger of getting caught in

the fast-running belts. Flying oil from the shafting and belts deteriorates stock and increases its cost. Flying oil A further waste of time and space A further waste of time and space is due to the old-fashioned method of shafting and belting, as the machines must be placed convenient to the shafting. With the individual drive, the presses, etc., can be placed to the best advantage for light and

for progressive steps in the work.

In addition to increasing the working facilities of the shop, the presses can be speeded up to meet the requirements of the work in hand, thereby giving a greater output, or

shortening a given run, and leaving the presses ready for the next job. There are many other advantages, but even in the above brief lines you will find economy of four kinds:

Economy of power. Economy of stock. Economy of space. Economy of time.

#### **Sprague Electric Motors** Specially Adapted to **Printing Machinery**

In the early days of electric-motor application, Sprague Electric Motors were developed to meet the special requirements of the printing and allied trades, and the manufacturers ever since have been on the alert to keep them up to date, and the motors keep them up to date, and the motors are to-day, as they were twenty years ago, unsurpassed for driving all kinds of printing machinery. They are specially designed and constructed for this class of work and are the motors that give uninterrupted service, and that means a whole lot to the busy printer.

Sprague Electric Motors are used all over the civilized world, and drive machines from the smallest

drive machines from the smallest size up to the largest type of news-paper presses. Their popularity in-creases as the art of printing adas the art of printing ad-They range in size from

1-50 horse-power up to 500 horsenower.



Type D Motor

If you have use for electric power in your plant just take a sheet of your letter-head and ask for a copy of Bulletin No. 2374.

#### Ventilation Bad in Most **Printeries**

A certain Board of Health decided that it was just as bad to put dirty air into the lungs as it was to put dirty food into the stomach. That seems sensible, doesn't it?
Why is it that printing-shops generally have a reputation for poor ventilating? Is it because printers are so engrossed in turning out beautiful specimens of the Art Preservative that they forget they have to breathe? breathe?



Sprague Electric Motor Connected to Disc Fan

Now that your attention has been called to it, why don't you get a Sprague Electric Ventilating Outfit? A small one may be sufficient. Anyway, write for a copy of Bulletin No. 3104.

DIRECT AND ALTERNATING CURRENT MOTORS

TWO AND THREE WIRE GENERATORS

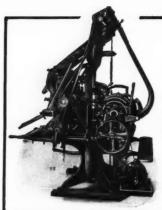
## SPRAGUE FIFC

OF GENERAL ELECTRIC COMPANY

Main Offices: 527-531 West 34th Street

**Branch Offices in Principal Cities** 

New York, N. Y.



#### Robbins & Myers Motors

#### There Is One Best Way

to drive each kind of printing machinery, so that the operator can get out the maximum amount of work of which the machine is capable. For instance, the linotype requires a smooth, steady speed without vibration and without checking up at the moment of maximum load. These qualities, together with durability, make the ideal combination. We have an equally good drive for every kind of printing machinery.

#### THE ROBBINS & MYERS COMPANY

Main Offices and Factory:

SPRINGFIELD, OHIO

BRANCHES AND AGENCIES IN ALL IMPORTANT CITIES



#### Printers—

If you want to produce

Highest Quality Printing

at Least Cost

use

HUBER'S PRINTING INKS

J. M. HUBER 528 S. Dearborn St. CHICAGO

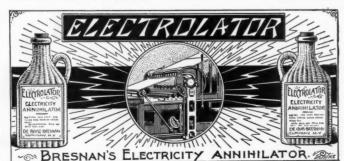
JOHN MIEHLE, Jr., Mgr.

NEW YORK

BOSTON

PHILADELPHIA ST. LOUIS BALTIMORE

#### REDUCE YOUR COST BY ELIMINATING ELECTRICITY



HALF GALLON. \$3.50 ONE GALLON. . \$6.50

RESULTS GUARANTEED

De Boise Bresnan Co.
23 Park Row New York

**ENGRAVERS** TO THE TRADE

> Write for Samples

If its ENGRAVED or EMBOSSED "WE DO IT"

**TELEPHONES RANDOLPH 805-806** 

M-FREUND & SONS

STEEL AND COPPER PLATE

ENGRAYERS PRINTERS STEEL DIE EMBOSSERS

16TO 20 E RANDOLPH ST., CHICAGO

Monogram Stationery

> Calling Cards



"Same Old Story: They Are Going Some" 953 Wing-Horton Mailers

WEDDING INVITATIONS BOOK PLATES

MONOGRAM STATIONERY GARDS MENUS

DANCE PROGRAMS · GLUB INVITATIONS

BUSINESS STATIONERY ETG. T. C.

were sold in 1911.

They were all sold subject to approval, but not a Mailer was returned.

They are carried in stock at printers' supply houses throughout the United States and Canada.

and Canada.

Full particulars supplied on request to any agency, or

CHAUNCEY WING, Mfr.,

Greenfield, Mass.

#### **JENNEY** UNIVERSAL MOTORS TYPE

ARE THE HIGH-GRADE STANDARD FOR ALL PRINTING MACHINERY

AMERICAN ROTARY VALVE CO.

SUCCESSORS TO

Jenney Electric Manufacturing Co.

GENERAL OFFICES 156 No. Dearborn St., Chicago

VACUUM CLEANING MACH'Y-AIR COMPRESSORS

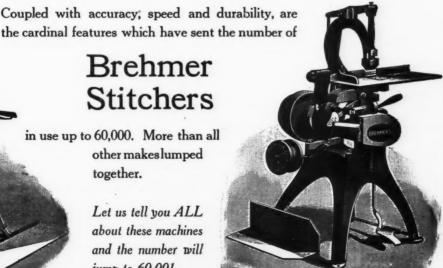
### PRACTICAL SIMPLICITY

the cardinal features which have sent the number of Brehmer

in use up to 60,000. More than all other makes lumped together.

> Let us tell you ALL about these machines and the number will jump to 60,001.

Stitchers



No. 58. For heavier work up to 3/4-inch. Can be fitted with special gauge for Calendar Work.

No. 33. For Booklet and other General Printers' Stitching.

CHARLES BECK COMPANY, PHILADELPHIA

609 CHESTNUT STREET

### Gummed Papers That Won't Curl

Printers have longed for a gummed paper that could be handled by pressmen in all climatic conditions, and that would not curl or wrinkle.

#### THE IDEAL GUARANTEED FLAT GUMMED PAPERS

supply this demand with an absolute certainty, relieving the printer of any possible worry or risk.

There is a growing demand for gummed paper specialty printing at a good profit, and the printer can safely test our guarantee on his first small job.

Our line of non-curling gummed papers is made in a great variety of weights and colors. If you print labels or any other work requiring gummed papers, use the IDEAL brand and avoid embarassment and loss.

If the printer is an ardent student of the present-day cost system, IDEAL gummed papers will help him solve his troubles.

Stocked by leading jobbers in the United States.

SEND FOR SAMPLE-BOOK

#### IDEAL COATED PAPER COMPANY

BROOKFIELD, MASS.

CHICAGO: 452 Monadnock Block

NEW YORK: 150 Nassau Street

Cut Your Costs

HE volume and quality of work turned out, the time Down work, the wear on plates. and labor to do the presses and plates, these are the everyday items that determine the cost of the printed product.

> Cost system records show conclusively that presses

equipped with the EXPANSION PLATE-MOUNTING SYSTEM turn out from 25% to 50% more and better work.

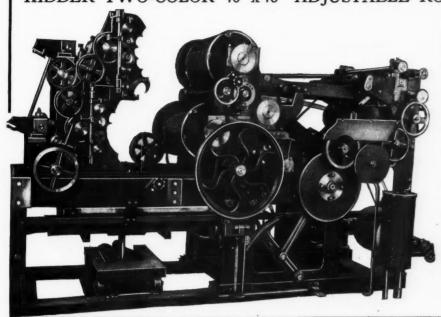
Ask us what the EXPANSION is doing for the other fellows in your line. Write to-day.

The Challenge Machinery Co. Grand Haven, Mich.

124 South Fifth Avenue, Chicago

#### ARE YOU IN PRESSING NEED?

IF SO, DO NOT HESITATE-WRITE US ABOUT IT KIDDER TWO-COLOR 40" x 48" ADJUSTABLE ROTARY PRESS



Note method of back racking the inking mechanism as an entire unit. Gives free access to the plate cylinders, make-ready, etc.

#### KIDDER PRESS COMPANY

Main Office and Works: DOVER, N. H.

New York Office: 261 Broadway

#### GIBBS-BROWER COMPANY

AGENTS

AGENTS
Canada: The J. L. Morrison Co.,
Toronto, Great Britain: John
Haddon & Co., London. South
America: J. Wassermann & Co.,
Buenos Aires.

### Waite Die and Plate Press

#### USERS' OPINIONS

"If we were to order another press to-day we would order the 'Waite.' " — CLARKE & COURTS, Galveston, Tex.

"We freely express the utmost satisfaction, getting the best of results as to quality of work together with output. Contrary to reports recommend the 'Waite' to any prospective purchaser."

—THE CARGILL CO., Houston, Tex.

"In our opinion the 'Waite' is the best press in the market. It has the best wiper of any of the presses, owing to the fact that it wipes more like the human hand would wipe a plate, while other

presses have a flat wipe."

—AMERICAN STATIONERY COMPANY, Buffalo, N. Y.

"The above (Plaza Hotel) letter-head plate has had 85,000 impressions at a speed of 30 a minute on our 4 in. x8 in. Waite Die Press."

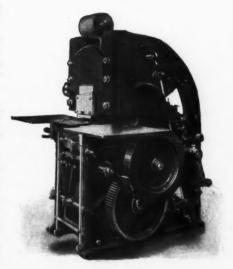
— CAMERON & BULKLEY, New York, N. Y.

"We are pleased to state that our 6 in. x 10 in. Waite Die Press is giving us good service. This press is running dies the full limit of the die box on a high grade of close color stamping with excellent results."

—GEO. C. WHITNEY CO., Worcester, Mass.

"We are enabled to do a class of work on it that can not be done on any other die press in cur plant, and we have several of various makes."

-E. A. WRIGHT, Philadelphia, Pa.



#### AUTO FALCON & WAITE DIE PRESS CO., Ltd.

NEW YORK LIFE BUILDING, 346 BROADWAY, NEW YORK

Factory, Dover, N. H.



#### Why Waste Money on Poor Electrotypes?

There is no good argument in defense of using "thin-shell" or cheap electrotypes when the *very best* can be had at the same price. There is but one method of satisfying the users of electrotypes, and that is dependable electrotypes and prompt service.

#### Do You Know About Our Famous Nickeltype Plates?

Users who appreciate high-class work praise the efficiency of our nickeltypes and we know there are none better at any price. If you have a high-class job in mind, let us submit samples of work both by plate and printed results. This will tell the story. Nickeltypes are the one certain process of perfect and satisfactory reproduction.

#### Our Entire Plant is Fully Equipped

with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Buyers of electrotypes should increase the appearance of their product through the use of better electrotypes, and this may be accomplished with the American Electrotype service.

Phone Franklin 2264. Automatic 53753. We will call for your business.

#### AMERICAN ELECTROTYPE COMPANY

24-30 South Clinton Street, Chicago

# The Juengst Gatherer - Stitcher - Coverer

#### The Only Three Machine Combination

in existence to satisfactorily do all three operations at one and the same time, at the rate of 3,000 complete books per hour.

Apply for descriptive circular to

GEO. JUENGST & SONS, Croton Falls, New York

WE HAVE NO AGENTS

## HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street 111 Washington Street
BROOKLYN, N. Y.



# "Hoole" Hand Pallet Machine

= Manufacturers of =

End Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds.

# What Are Your Power Requirements?

Why not buy your motors from specialists and get free advice on the subject? You will get better motors—lower



prices—and more satisfactory service by doing so.

Motors for printing-presses have been our specialty for 21 years.

Write for our printers' guide—you will find it indispensable. Copy free to any printer.

The Triumph Electric Co.
Cincinnati, Ohio

BRANCHES IN ALL LARGE CITIES



### Printers Learn Advertising

It is a natural step from printer to advertising man. The printer already has good advertising judgment, for he makes a study of typographical effects—displays—and composition that will attract.

The majority of successful advertising men have laid the foundation of their knowledge in the print-shop. Hundreds of printers have been helped to high-salaried advertising positions by the International Correspondence Schools' Course in Advertising.

This Course is written by some of the greatest experts in the country. Besides this, the I. C. S. are themselves successful advertisers and their 20 years' experience is proof of the soundness of the principles taught in this course.

There is no reason why you can not step from the case or the press into the advertising field where good men are in great demand. Your success is assured if in addition to your printing knowledge you learn the essentials of Copy Writing, Managing Appropriations, Planning Campaigns, Illustrating, Mediums, Catalogue Writing, all of which are included in the I. C. S. Course.

To learn more about the I. C. S. Course in advertising, fill in and mail the attached coupon.

International	Correspondence	Schools
Box 1	207, Scranton, Pa.	

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course,

Vame \_\_\_\_\_

St. and No .\_

City

State

#### The Mechanical Excellence of This Press

is sufficient alone to convince any printer that our claims are correctly founded. There are many "ins" and "outs" for a printing press builder to "trim" in quality and value—but here is where we have held to the one fixed plan of skimping nothing, using only the very best material and workmanship; the result—

# The Swink High-Grade Two-Revolution Press

has proven the measure of perfection
—leaving little to be desired.

Its construction is powerful and rigid. The SWINK press rightfully occupies the attention and interest of the printers because of its twentieth century facilities and efficiency. Its present achievement—what it has done and proven—is a safeguard to the prospective buyer.

High speed, perfect register, book form or four-color work, and it is equipped with the best inking system. Catalogue will be supplied upon request, or special representative will call and see you



The Swink Printing Press Company Factory and General Offices DELPHOS, OHIO

## Denny, Hilborn & Rosenbach Steel Die Stamping Inks

¶ Our new specimen-book is now ready and will be sent on request.

These Specimens Were Run from Our Regular Stock Inks in the Ordinary Way and Demonstrate What Can Be Accomplished with D. H. R. Inks on a Power Die Press by Any Competent Operator

¶ Our lnks are heavy-bodied, wipe easy, and dry hard free from tack. ¶ D. H. R. Plate Finish lnks produce the finest effects of steel-plate work, dry hard, and will not feather or offset.

#### Denny, Hilborn & Rosenbach

PHILADELPHIA, PA.

GEO. RUSSELL REED CO., SAN FRANCISCO, CAL., Agents for the Pacific Coast.

# CAN YOU SELL PRINTING TO ADVERTISING MEN?

A DVERTISING men, the buyers of printing, are more and more demanding that what they buy shall be fine in press work, lay-out, design and illustration. This means that if you will sell them, your work must be better than your competitor's in every respect.

THE GRAPHIC ARTS YEAR BOOK is filled with material and ideas that advertising men all over the country have passed upon. It shows the kind of work they are demanding, and it tells how to produce it.

Ten complete sections edited by men who know—and whom you know—deal with every phase of the printing trade. Besides that there are articles on Cost Systems, Efficiency Methods, Printers' Buildings and other subjects.

Introduction
HENRY LEWIS JOHNSON
Boston, Mass.

Photo-Engraving
E. W. HOUSER
Pres. National Engraving Association

Electrotyping
HENRY L. BULLEN
Librarian American Typographic
Library

Process Color Work
RAY BROWN
Art Director Butterick Pub. Co.

Lithography
J. ALBERT HEPPES
Mgr. Lithographic Dept.,
Andrew H. Kellogg Co.

Rapid Printing Intaglio Process GEO. S. BARLOW, Specialist

Typography
WALTER B. GRESS
Art Director Crowell Publishing Co.

Paper
M. H. GRASSLY
Adv. Mgr. Paper Mills Co., Chicago

Ink
JAMES A. ULLMAN
Sigmund Ullman Co., N. Y.

Binding
RALPH FLETCHER SEYMOUR
Chicago

There is only one way for you to make two dollars where you are now making one. That is by getting more and bigger profits from better and more progressive methods. These can be found in the GRAPHIC ARTS YEAR BOOK. Get it now.

To INLAND PRINTER, Chicago, Ill.

Please enter my (our) subscription for the 1911 edition of THE GRAPHIC ARTS YEAR BOOK, known as Vol. V., and forward by express to the following address:

Signed\_\_\_\_

400 pages, 8 x 10, bound in half-leather. Forwarded to all points in the United States and Canada by express or mail prepaid. Price \$5.00. Foreign postage 30 cents extra to countries in the Postal Union.

## SELLING IDEAS

WHETHER your specialty is fine catalogues or fine letter-heads, you know that original, attractive ideas are what sell your product.

Those ideas govern the design, the lay-out, and the general treatment of the subject. You may produce them; your lay-out man may conceive them or some one of your employees may suggest them, but they must be there.

No man can produce attractive, selling designs who has no chance to see what others have done and are doing. No man can produce something better than his competitors if he does not know what they can produce.

Don't restrict yourself and your business; get the GRAPHIC ARTS YEAR BOOK. It is compiled for you, and is filled with the best that has been produced during the year. It is brimming with selling ideas.

#### SAVING IDEAS

Have you business problems? Does your press room always return you profit? Of all businesses, that of printing requires the most careful supervision.

Secure the GRAPHIC ARTS YEAR BOOK and learn how others keep their presses running all the time; their composing rooms busy, and their profits always large. It will pay you to investigate.

#### Roberts Numbering Machine Co.

Successor to The Bates Machine Co.

696-710 Jamaica Ave., Brooklyn, N.Y.

MODEL 27A



FOR GENERAL JOB WORK

ABSOLUTELY ACCURATE

> FULLY GUARANTEED

SIDE PLATES WITHOUT SCREWS

ALWAYS IN STOCK

FIVE-FIGURE WHEELS

Nº 12345

Size 11/2 x 15/16 inches

#### ROBERTS' MACHINES

UNEQUALLED RESULTS - MAXIMUM ECONOMY

View Showing Parts Detached for Cleaning

NO SCREWS

To Number Either Forward or Backward



LIGHT-WEIGHT PAPERS for BOOKS & CATALOGUES are favored by progressive Publishers, Printers and Advertisers because they are Attractive as well as Economical.

Our imported paper No. 10333 is a very attractive sheet, takes Half-tones nicely. It is the paper for your Catalogue.

Write for printed sample 10333L.

#### PARSONS TRADING CO.

NEW YORK

CAPE TOWN

LONDON BOMBAY MEXICO HAVANA

BUENOS AIRES WELLINGTON MELBOURNE

SYDNEY

### The Roberts Silk Stitching Machine

The only machine made for double stitching with Silk Floss, Mercerized Cotton and Thread, used in binding Catalogues and Booklets with the knot in the center. The machine will stitch in one hour as many books as an expert hand stitcher will stitch in one day.

¶"NEAR SILK" is something new. An excellent substitute for rope silk. All shades carried in stock. Send for samples.

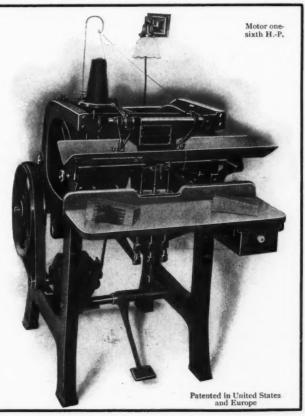
> Further information, with catalog showing stitch, can be had on application

#### H. L. Roberts & Company

701 World Building

NEW YORK

Factory: 85 and 87 Adams Street, BROOKLYN, N. Y.



For every conceivable purpose that Gummed Paper is used, printers are going to earn more money by using

### Non-Curling GUMMED PAPERS

We know how to make them, and all our paper will be found to lie flat.

We can supply in rolls or sheets



WAVERLY PARK, N. J.

Established in England in 1811

# \$1,000,000

have been spent for Crocker-Wheeler Form L small .D C. motors.

Why?

Proving the place investigably stood for a spring in dellars and cent



There are good reasons why they should. Our Bulletin 142 E tells what they are. You should have this bulletin for the information it contains, whether you need motors now or not. Our nearest office will send it on application,

#### CROCKER-WHEELER CO.

AMPERE, N. J. BIRMINGHAM BOSTON CHICAGO DENVER DETROIT NEWARK NEW HAVEN PHILADELPHIA PITTSBURG SAN FRANCISCO

CLEVELAND NEW YORK

Have You Paper Drill Troubles?

You are certainly familiar with drawbacks and delays caused by a poor Paper Drill in your bindery department, and why not take steps to improve the condition?

If you will investigate the merits of the NEW TATUM PAPER DRILL you will quickly concede that it is—by reason of its simple mechanical features and its successful operation—entirely outside the field of competition. It stands alone as the one most successful paper drill on to-day's market. It really drills, and drills with satisfaction.

For thick drillwork beyond the capacity of an ordinary punching operation, or for holes far from edge of sheet, the TATUM PAPER DRILL will do the work. Especially adapted

for railroad tariffs, telephone directories, order blanks, calendar cards and similar work.

#### A Few Special Features

The table is readily adjustable, work easily controlled, any desired distance between centers from one-half inch to twelve inches quickly secured. Gauges on table provide easy adjustments from edges of sheets.

Drills are hollow—a very important feature—avoiding choking, thereby giving a clearance inside, which allows ready passage for the refuse, insuring holes clean all the way through

Ask for our descriptive leaflet supplying further details.

Main Office and Factory: Cincinnati, Ohio. THE SAM'L C. TATUM CO.

New York Office: 180 Fulton St.



Dual L Ruling Machine

### HICKOK

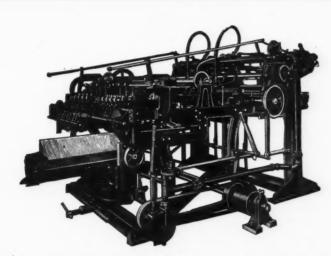
Paper-Ruling Machines and Ruling Pens

Bookbinders' Machinery

THE W. O. HICKOK MANUFACTURING CO., Harrisburg, Pa., U.S.A.

Established 1844 MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto Incorporated 1886

# THE CHAMBERS Paper Folding Machines



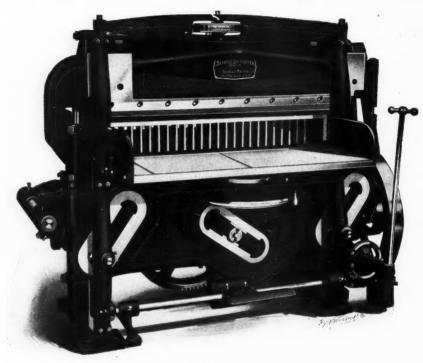
No. 440 Drop-Roll Jobber has range from 35x48 to 14x21 inches.

THE PRICE IS IN THE MACHINE.

### CHAMBERS BROTHERS CO.

Fifty-second and Media Streets, Philadelphia, Pa. Chicago Office: :::::524 West Jackson Boulevard

# The Seybold 20th Century Automatic Cutting Machine



SEYBOLD PATENTS
Illustration 38-inch, 44-inch and 50-inch Sizes,

The Seybold 20th Century is the *one* cutting machine that produces *smooth and even* cutting.

Because the shear and down cutting strains are concentrated and come directly beneath the table, the strongest portion of the machine, consequently freeing the knife bar entirely from vibration.

On all other cutters the knife bar is guided above the table.

LET US SEND FULL PARTICULARS

### THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper Mills,
Paper Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

### Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; CHICAGO, 426 South Dearborn Street.

AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.;

KEYSTONE Type FOUNDRY OF CALIFORNIA, 638 Mission St., San Francisco, Cal.

The Barnhart Type Foundry Co., 1102 Commerce St., Dallas, Tex.

## A Complete Catalogue of Keystone Steel Equipment

We are now mailing our customers our complete catalogue of steel equipment. It is the first of its kind ever issued, and indeed ours is the first line of steel printers' furniture ever offered for sale in this or any other country. We absolutely lead the world in this class of goods, and while we know imitators will follow, it is our purpose to keep our product and service in advance of all others.

The catalogue is mailed to all customers having our complete specimen book and will be forwarded to others interested in this modern equipment if a request is sent us.

No printing concern can avail of the greatest efficiency or the lowest cost of operation until it has installed these great labor-saving devices. To defer investigation is a needless loss. Let us modernize your plant now and get cost down to a rock bottom basis. You are not otherwise competition proof.

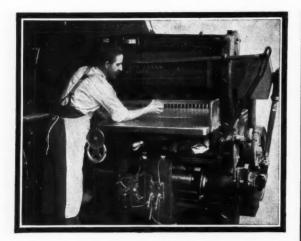
Special features: modern steel construction, fire proof, sanitary, space-saving, labor-saving, money-saving and every piece skillfully designed and made.

## Keystone Type Foundry

Originators and Manufacturers of Steel Printing Plant Equipment

Philadelphia New York Chicago Detroit Atlanta San Francisco

Set in Harris Roman and Ayer Series



### When the Paper Cutter Knife Goes Dull—

Don't wait to take it from the machine and have it reground — have a

### Carborundum Machine Knife Stone

handy and run it over the dull knife two or three times — that's all that is necessary to make the edge keen, smooth, clean cutting — to stop it from feathering the stock.

The Carborundum Machine Knife Stone is made from Carborundum, the most wonderful of all sharpening materials—it's a decidedly handy thing to have in any printshop—the stone is grooved to protect the fingers and just fits the hand.

From your hardware dealer or direct, \$1.50

THE CARBORUNDUM COMPANY





# Dinse, Page & Company

## Electrotypes Nickeltypes

Stereotypes

725-733 S. LA SALLE ST. CHICAGO, ILLINOIS

TELEPHONE, HARRISON 7185

Inks that are used in every country where printing is done.

Kast & Ehinger

Manufacturing Agents for the United States, Canada, Cuba, Mexico

### Charles Hellmuth

Printing and Lithographic

The World's Standard Three and Four Color Process Inks

Gold Ink worthy of the name **INKS** 

DRY COLORS, VARNISHE

SPECIAL OFF-SET INKS

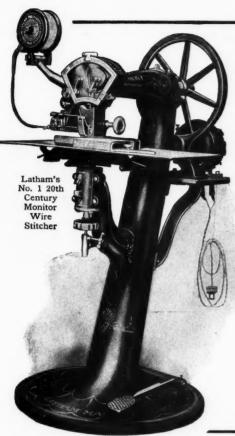
New York

Id Ink

154-6-8 W. 18th Street
Hellmuth Building

Chicago No. 605-7-9 S. Clark St. Poole Bros. Building Originators of Solvine

Bi-Tones that work clean to the last sheet



## **Monitor Success**

The No. 1 Monitor Wire Stitcher is the only stitcher that will successfully stitch from two sheets to % inch, and use No. 30 wire. We will put this machine on trial against any stitcher in the world.

Are you willing to give it a trial?

### FEATURES-

Uses Wire No. 25 to No. 30 Round and No. 20 x 25 Flat.

Can be used for Flat or Saddle Stitch.

No change of parts for different thicknesses of work.

### We Furnish Complete Bindery Outfits

Punching Machines, Hard Die Perforators, Paging and Numbering Machines, Embossers, Job Backers, Standing Presses, Creasers and Scorers, Table Shears, etc.

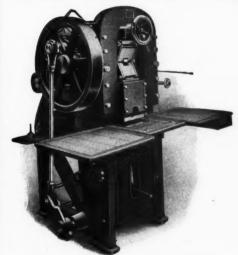
WRITE US FOR ESTIMATES

Manufactured by

### LATHAM MACHINERY CO.

306 South Canal Street, CHICAGO
NEW YORK, 8 Reade Street BOSTON, 130 Pearl Street
PHILADELPHIA, 1001 Chestnut Street

### The Carver Automatic Die Presses



Are the best for registered work, steelplate printing, box tops, calendars, checks, photo-mounts, and all commercial work.

They are the most economically operated and cost the least for repairs.

If you would know the real worth, inquire of users; especially where they are operated with other makes.

Our Card Feeding Attachment will interest you.

Our presses are manufactured in the following sizes:

 $4\frac{1}{2} \times 9 \text{ in.}$   $2\frac{1}{2} \times 8 \text{ in.}$   $3\frac{1}{2} \times 8$  "  $2\frac{1}{2} \times 4$  "

### C. R. Carver Company

N. W. Cor. Twentieth and Clearfield Streets PHILADELPHIA, PA.

CANADIAN AGENTS:

MILLER & RICHARD, Toronto and Winnipeg.

J. H. SCHROETER & BRO., Atlanta, Ga., Southern Agents.

EXPORT AGENT, EXCEPT CANADA:
PARSONS TRADING CO., Sydney, Mexico City and New York.

# There Is but One Answer

to all comparative tests which you yourself can make—and that is the use of



A Quality That Leaves Nothing to Be Desired

¶VELVO ENAMEL is the ideal product of the best equipped Coated Paper Mill in the United States. Modern methods in manufacture show up strongly in the finished perfection of the Velvo surface.

¶ The efficiency of the Velvo Mill at Piedmont, West Virginia, directly affects every user of coated paper. This mill delivers more coated paper quality for a given amount than you can possibly get elsewhere.

Your orders for ream lots or carload shipments will be "up to sample."

### WEST VIRGINIA PULP & PAPER CO.

(Incorporated)

General Offices: 200 Fifth Avenue, New York

Western Sales Office:

Printers' Building, Sherman and Polk Sts., Chicago

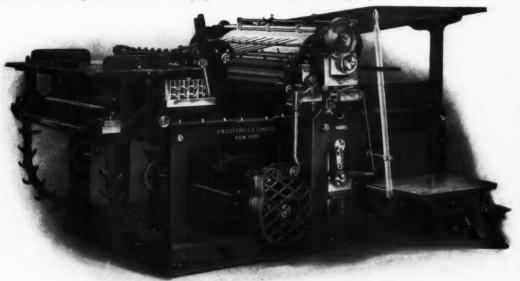
Mills at Tyrone, Pa.; Piedmont, W. Va.; Luke, Md.; Davis, W. Va.; Covington, Va.; Duncan Mills, Mechanicsville, N. Y.; Williamsburg, Pa.

Cable Address: "Pulpmont, New York." A. I. and A. B. C. Codes Used.

# A Cottrell Pony is Really A Small Horse

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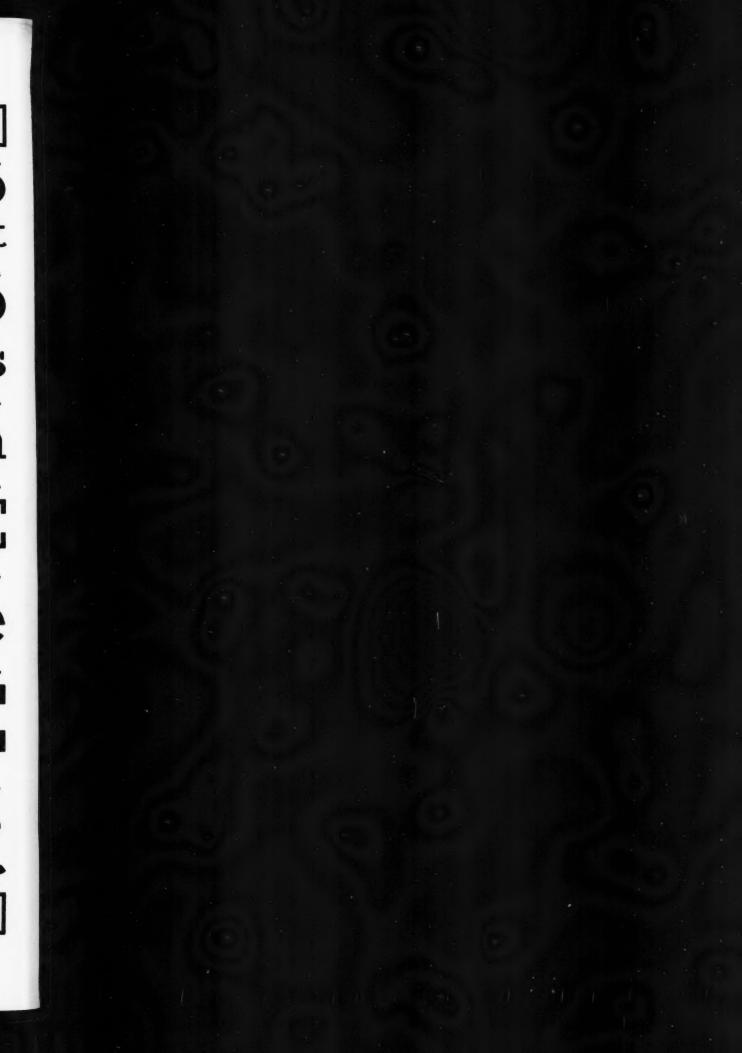
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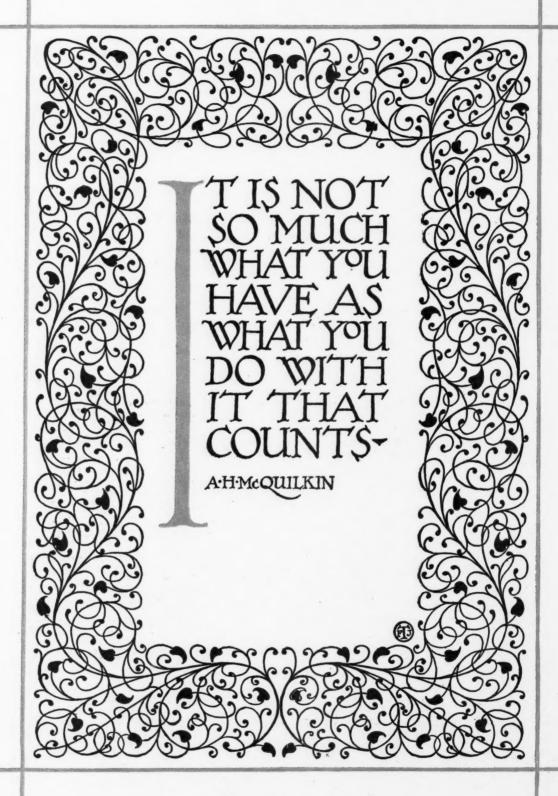
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VOL. XLIX

**APRIL**, 1912

No. 1

### Our Best-Paid Steel Engravers and Their Work

By Waldon Fawcett

THE United States Government is assuredly doing its part to restore to its rightful place in popular appreciation the art of steel engraving and plate printing. This artistic and enduring medium of the art preservative has, alike to wood engraving, been superseded in great measure by the cheap, mechanical processwork of the present day. The latter, with-

out which the rapid production and low costs of this age would have been impossible, assuredly has its place, and a very prominent and indispensable one, in the reproductive field; but admirers of the highest refinements in the printing art could not but feel regret when it appeared, as it did for a time, that there would be a complete elimination of steel

engraving.

Accordingly there has been no little satisfaction in certain quarters because of the renaissance of the past few years, which bids fair to restore to something of its old vogue the art of steel-plate engraving, which is without a peer as a vehicle for the attainment of beautiful effects in black and white, presenting a combination of softness and strength with wealth of detail. The newly aroused public regard was first manifested in the keener competition



Very latest portrait of Director Ralph, of the United States Bureau of Engraving

at art auctions for worthy examples of the steel engraving of other days, and this has been followed by other evidences of quickened interest, including the resurrection of steel engraving for the illustration of some high-class magazines and books, and its requisition for modern art novelties, such as holiday souvenirs in the more expensive forms.

The opinion may be ventured that for this stimulus in popular interest the national government is partly responsible — indirectly, of course. Certainly, as was said at the outset, the Federal authorities have done all in their



Geometric lathe at the United States Bureau of Engraving.



Expert portrait engraver at work.



View of the engraving division, showing transfer presses.

power to educate the present and the rising generation along this line. Of course, Uncle Sam has not sought to popularize steel engraving because it is steel engraving; but in quest of the most effective means for the embellishment of the nation's securities choice has always unhesitatingly been steel engraving, and this utilization of the art has brought it directly and intimately to the attention of every resident of the country as no other means of introduction could have done. Moreover, every effort always has been made to have every specimen of steel engraving issued by the Government represent the highest perfection of the art. To what an extent this policy has been carried will be realized if one will look over the various series of postage-stamps issued by the United States during the past third of a century. Some of these diminutive designs-particularly the various commemorative series issued in connection with notable anniversaries and international expositions - have been among the most notable ever issued by any power.

Steel engraving is used exclusively in the production of every form of American governmental security, including bank-notes, treasury certificates, bonds, checks, drafts, postage-stamps, internal-revenue stamps, commissions, etc. It goes without saving, therefore,

that the Engraving Division is one of the most important branches of the United States Bureau of Engraving and Printing—the United States Treasury Department's unique printery which produces all our stamps, paper money

and other governmental securities. The Federal officials claim that on their engraving staff are to be found the most skilful and most artistic plate engravers in the world, and these men are probably entitled to rank (when

all the conditions of their employment are taken into consideration) as the best-paid engravers of steel plates in America—which means, of course, in the world, for in this field, as in most others, remuneration is higher here than in any other country.

The Engraving Division at the Bureau has about one hundred and fifty employees, among whom are included twenty-one expert engravers and thirty-one transferrersthat is, operatives of the transfer presses, which, as all our readers know, play an important part in the preparation of the printing plates. Specialization is followed in the highest degree with this entire force of workers, and we see the climax of its possibilities in the proficiency of the expert who operates the geometrical lathe - that important mechanical adjunct which so miraculously supplements the handwork of the engravers and which requires a knowledge of mathematics and a special talent that amounts almost to genius.

Most of the steel-plate engravers in the employ of the Treasury Department have acquired their skill in the government service under what might be denominated an apprentice system. And just here it may be noted that experience seems to be the invariable requisite of skill of the highest order in the manip-



An engraved plate on the press, ready for printing United States currency.



Finishing and cleaning an engraved plate.

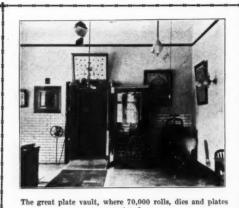


Transfer press in operation.

ulation of the diamond-pointed graver. Never in the history of the Bureau has a young man attained to the distinction of a master of his craft, and at the present time, as in the past, the most difficult and exacting work is in

the hands of engravers ranging from forty-five to seventy-five years of age. Doubtless one explanation of this circumstance is found in the importance of patience as a factor in this class of creative work. The enthusiasm of youth avails not, it appears, against care and plodding persistence, fortified by experience.

The Government does not, of course, receive "green hands" into its Engraving Division, but a young man who is able to pass the requisite examinations



may gain entry within a year after first taking up steel engraving as a vocation. He devotes four years to what might be termed an apprenticeship, presuming, of course, that he shows sufficient aptitude and progress to justify the expectation that he will develop into an expert engraver. For his first year in the government employ he receives a salary of \$500; the second year, \$600; the third year, \$700; and the fourth year, \$840. Upon the satisfactory completion of this period of probation the engraver is jumped at

once to a salary of \$1,250, and thereafter his steps upward in income are regulated by his attainment of skill.

In the Engraving Division the Government obviously can not regulate salary advances by tenure of service or any of the other hard and fast rules that obtain in certain fields of Federal activity. In steel engraving, as in every other artistic pursuit, every man is a law unto himself. In the main, however, it may be said that Uncle Sam is ready to recognize and reward merit indeed, such a disposition is well nigh imperative in this field, so very limited is the number of engravers of ability. Some of the expert engravers on the government pay-roll receive salaries of \$6,000 or more per year. It is possible that there are private firms which in exceptional cases pay, or have paid in the past, higher salaries; but when all the favorable conditions of government employment are taken into consideration, including the annual allowance of thirty days (exclusive of Sundays and holidays) with full pay, the Federal positions are accounted the most remunerative in the engraving field.

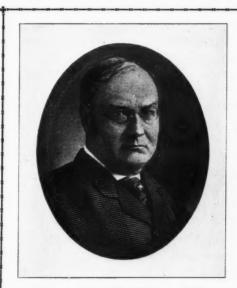
As has been said, specialization in its most pronounced form governs the operations of the Engraving Division. As an indication of the extent of this, it may be noted that the ordinary bank-note or piece of currency represents not merely the production of one engraver, but the combined effort of four or five different engravers, each a specialist and an expert in his one sphere. Among the specialists there may be noted portrait, script, squareletter and ornamental engravers. Quite as important as the contribution

of any of these hand carvers of steel is that of the geometric lathe which performs the lathe or cycloid work, or, in other words, produces the beautiful interwoven lines which surround the denomination counters on notes and bonds and which constitute one of the most effective obstacles to dangerous counterfeiting.

Indeed the lathe was introduced in engraving operations primarily to circumvent counterfeiters and as the immediate result of the execution of an especially formidable counterfeit of the \$100 silver certificate which made its appearance in 1897. The geometric lathe at the Bureau of Engraving—which, by the way, cost \$7,000—has been frequently credited in the public prints as a government invention; but this is not the case, although the officials do pronounce it a government "evolution," to such an extent has it been adapted to the specific needs of this institution. The lathe in its original form was designed for the production of metal decorative work, but has, of course, undergone numerous modifications to fit it for its present functions. The mechanism is so complex as to baffle description, but, in passing, mention may be made of one unusual characteristic—namely, that in this lathe the cutting tool is stationary and the steel plate (that is, the design under creation)

moves — a reversal of the usual practice. The present operative of this lathe—the most expert the Government has ever had—has been in charge of this work for upward of twelve years. He is the only employee of the Engraving Division who is competent to operate this machine "that almost thinks," and he would appear to be as nearly an "indispensable" as it is possible to conceive of.

Whereas the lathework was designed for and has proven an effective check to counterfeiting, the officials, in the present perfection of the art, place their greatest dependence for protection upon the portrait which is now introduced as a distinctive feature of every govern-



Engraving of Vice-President Sherman — specimen of portrait work.

mental security. It is to the portraitwork that the most expert and most highly paid of all the government engravers now devote themselves exclusively. An engraver may devote two months or even longer to the production of a portrait, laboring ever with the aid of a powerful magnifying-glass and under the tension that comes from a knowledge that the slightest slip or false cut by his engraving tool or the least miscalculation of depth or

width of line may, in an instant, set at naught the labor of weeks. The portrait engravers have in many instances worked from photographs or other likenesses of the nation's eminent men whom it was desired to picture on our securities, but in a number of cases original sketches have been made from life, and most of the later Presidents of the United States have given sittings to the Bureau's portrait engravers.

The engraving is, of course, only one step in the production of a printing plate, although, withal, the most important one and the one which represents the heaviest investment to the Government. Indeed, to digress for a moment, it may be mentioned that one can have little comprehension of what a fortune Uncle Sam has invested in steel engraving unless he can take a peep into the carefully guarded vaults at the Bureau, where there repose, under an elaborate checking and filing system, a total of more than seventy thousand dies, rolls and plates. Of this total more than twenty thousand are plates, and of this latter number about ten thousand, or approximately one-half, are currency plates — steel engraving of a very high order and very elaborate character.

The first step in the evolution of a steel printing plate of new and original design is found in the preparation of a preliminary wash-drawing designed to forecast the ensemble effect of the new stamp, bank-note or bond. When this has been duly approved by the authorities having jurisdiction in the matter, the Engraving Division proceeds with the execution of the design. As has been explained, the work of steel engraving is duly apportioned among the various specialists. All this delineation is handwork save that performed by the geometric lathe above mentioned and by a ruling machine which aids in the production of the background of straight lines which appears in some lettering. After all the various dies or original engravings on steel — component parts of the whole design — have been completed, proved and pronounced satisfactory, these dies are hardened by a secret process in use only at the Bureau at Washington.

The original dies thus produced are, of course, too valuable to be used as printing plates, and even did considerations of cost not enter, it would be impracticable thus to employ them, for the reason that dozens or hundreds of printing plates of a given design may be desired for simultaneous use on as many different presses in the printing division. Accordingly, each production of the associated steel engravers is reproduced and duplicated by the transferrers, who make use of the transfer presses for this process. The original die, serving as a negative, is, by means of the pressure exerted by the transfer machine, made to leave its impress in minutest detail upon soft steel, which thereupon becomes a positive, and, after being hardened by the process above mentioned, is in turn made to serve as a reproductive vehicle, the resulting impress being in this case, of course, a negative. This procedure is gone through with, first in the case of the different component parts of a security design, and later with all of these details assembled and united as a complete design. Before this latter stage can be reached, however, more or less work

must be done by letter and ornamental engravers in order to unite the different parts of the design (produced by different engravers) into an artistic and harmonious ensemble. A complete "original" steel die, as it is termed, may represent many months of labor; but it is a permanent investment from which an indefinite number of printing plates may be taken as needed — for, of course, the life of a printing plate is limited, necessitating constant renewal. With a perfect original in hand, the additional printing plates require only the operations of the transferrers and the finishers, who remove all scratches and other imperfections and burnish the steel before the plate goes to the pressroom.

A mild steel of the highest quality (mild, in order to eliminate danger of breakage) is one of the chief requisites of the Engraving Division of the Bureau, and the officials have of late years encountered increasing difficulty in obtaining steel of a uniformly high character. A rather baffling feature of the situation is that steel as employed in this field discloses its qualifications only after it has been subjected to the hardening process at the Bureau, and it has been found that in the case of the printing plates fluctuations in the quality of steel will result in a variation of ten thousand impressions or more in the "life" of a printing plate. The average period of usefulness of a plate is about fifty thousand impressions, but there have been instances where more than sixty thousand perfect impressions have been secured from a plate, and in other cases it has been impossible to continue the use of a plate beyond the limit of forty thousand impressions.

The printing plates in use at the Bureau vary in size, but the most common dimensions are nine by fourteen inches, which accommodates four ordinary bank-notes, and nineteen and a half by twenty-one inches, the largest-size plate used at the Bureau, which accommodates four hundred postage-stamps. The Bureau officials are now making use of the Scleroscope, a comparatively new invention, for testing every steel plate which is furnished for use. Each plate is tested both before and after the hardening process, and by a comparison of the results of the two tests the officials are enabled to obtain a pretty accurate estimate of the relative qualifications of the piece of steel under examination. Uncle Sam adds to his stock in trade at the rate of about three thousand five hundred engraved plates a year.

### Discontent

Discontent does not necessarily mean peevish irritability against things as they are. Surely no one will assume that contentment means sitting with folded hands and the giving up of all effort. Content is always limited within narrow bounds. Discontent is almost ninety-nine per cent plus of life. Discontent is man's aspiration — to do better, to be better — and its joys are the consciousness of growth, and its delight is in work for its own sake.— A. H. McQuilkin.

# Hell on the Frontier with Bonheur Bros'. Wagon Show

By James R. Bonheur

Author of "Troupers of the Golden Mascot," Tales of the "Yellow Wagon Shows"

MUSING things worth relating sometimes occur on my visits as advance agent to isolated villages of quaint old Arkansaw, where the show train tumbles down into a pocket amidst rugged, almost inaccessible mountain ridges, to reach a village in some narrow valley. I say "tumbles down," for that is the nearest description of how the show wagons



THE HOME OF THE YELL COUNTY " SCREAMER."

get over the rough and rocky roads leading down into the back mountain settlements. The child-like simplicity of the mountaineers, their eccentricities of accent, phrase and manner, and their primitive accommodations and surroundings furnish novelty for much entertaining study.

At one of these isolated nooks, surrounded by a wealth of timber rich with game, deer, turkeys, partridges, squirrels, the shooting of which is yet unrestricted by game laws, I found many log cabins with no windows and only one door through which to admit the light of day, and where the most venerable inhabitants had never been away from home farther than a day's squirrel

hunt; yet one of these patriarchs had a call to preach eternal life, and at the same time edit a weekly newspaper.

While stopping at the most pretentious house in the town—"The Mountain Rest Hotel," a white frame building with the usual southern veranda extending the full length of the front and a tunnel-like hall running through the center of the house, open at both ends for ventilation in summer—I found among the newspapers supplied for travelers on the office table a most curious-looking sheet. The landlord told me it was the local paper published by the preacher-editor. Being a printer myself, I determined to see the editor and have him insert an advertisement for the show. The landlord, without removing his pipe from his mouth, went out in the front yard and directed me to



a ramshackle deal board shanty, which he said was the "print-shop," remarking that the parson who was running the paper "had never seen the other side of the mountains." I observed that the little shanty had no windows on the side, but in front was a door over which a sign was rudely painted.

A grizzled old gentleman with a shining bald head, fringed with tousled gray hair, was bending down, cotton-picker fashion, looking for something between the long boards that extended below the floor sills of his house, which was built on a hillside with its front about four feet from the ground and steps leading up to the door.

When he saw me coming he cast aside an old bottle that he had been examining and with native blandness shook my hand and invited me to walk up the steps into the office.

His friendliness was typical of all the mountain people. The print-shop was furnished with an old ten by fourteen job press and a few odd-looking cases of roman type. A rickety deal table on slender home-built legs served the double purpose of writing-desk and imposing-stand. A large coffee-sack, with one side of its gaping mouth nailed securely to the board wall, held something like wood blocks, judging by the bulging shape of its contents.

The old editor handed me a copy of his paper just as a lanky individual darkened his door.

"This is Mr. Jason Potts," said the editor, by way of introduction.

I noticed that Mr. Potts had long hair and a large wart on the tip of his nose. His garments shone with the luster of long wear and in his left hand was a roll of manuscript. His solemn demeanor would have suggested that the manuscript was a funeral oration or obituary poem, had he not immediately entered into the following colloquy with the editor:

"Parson Fletcher, I sincerely beg your pardon, with all honor to you as editor of the *Screamer* and due reverence to your position as minister of the gospel, but wish to say that the item I wrote about that nine-foot snake last week appeared in the *Screamer*, reading that the snake was only four feet long. Now Parson, I wish you would correct that mistake this week."

I waited to hear what the old editor would say. Evidently he thought a poor excuse better than none, for he quickly responded:

"Well, Mr. Potts, to tell you the truth, I was crowded for space last week. Didn't have room for more than four feet of that snake, but I promise you I'll put the other five feet in this week."

There was more truth than poetry in this retort, for the copy of the *Screamer* I then held in my hand was not much larger than four pages of an almanac. The tall Mr. Potts never said a word, but dropping the bundle of local items hastily left the office.

The old editor turned to me with a quizzical expression, as much as to say: "Do you think that hurt his feelings?"

Formulating something like an apology, he said: "Since I've gone into this line of work I've found that I haven't learned it all. Every typographical mistake or misspelled word in the *Screamer* goes right under the noses of my subscribers like a flaming torch of ridicule. I always considered myself a good speller, but since I got to settin' type I find I ain't. Last Sunday in church I caught one of my best patrons laughing at me and showing a late copy of the *Screamer* to a neighbor in the next pew. I was preaching, at the time, of the glaring mistakes made by members of my congregation who profess to be Christians. After the meeting was over and every one gone out, I looked in the vacant pew for the offending paper, and what do you think I saw? They had marked a blue circle around the word 'alcahol' and signed the name

of 'Josh Billings' right under it. You remember when you came up I was outside looking between the boards under the office? I was hunting for the correct way to spell that word."

"Had you lost a dictionary under the house?" I ventured to inquire.

"No, Brother Bonheur; the fact is I have no dictionary. That's what caused my worry; I was looking for some old chill-tonic bottles that I thought might have the per cent of alcohol on the labels, and thus learn whether my way of spelling was right."

I suggested that the letter "o" would balance the word in the center much better than "a," yet it was a small matter to cause such levity while he was preaching, and this seemed to warm the kind-hearted old man to closer

confidence.

"That spindle-shanked specimen of owlish conceit, Jason Potts, took me to task last summer for calling my gospel tent a 'canvass.' He declared that way of spelling tent meant going from house to house begging donations for my church. He says it is spelled with only one 's.' Is that right?"

I had to admit that it was.

"Well, week before last, Potts wrote that a girl in this town was 'fair complected.' My best patron said that meant to 'weave rag carpets,' and Sarah Moss has been sore at Potts ever since, and Potts was kind o' stuck on Sarah, too. My best patron says 'complexioned' is the right way to spell it when applied to a girl's face, yet Potts insists that his way is right. It hasn't been proved yet, for to my certain knowledge there isn't a dictionary in this whole neck-o'-the-woods. Jason Potts isn't much smarter than Bill Jones' jackass is my private opinion. You didn't notice the big wart on his nose and how his under lip hung down till it touched his chin when he was complaining about the snake, did you? When he's dead sore his lip always hangs down."

"If he had a hole in his lip he might button it on the wart," I laughed.

"Good joke! I'll spring that on Jason next time he comes in," ejaculated the old editor. "He could use it to stick his penholder in, to prevent losing it behind his ears," and forgetting that he was adjusting a line of wood type in a long job stick from the sack I saw nailed to the wall, the type pied and fell rattling to the floor. At this a frown flitted across his face and I turned my attention to writing a notice for the *Screamer*, advising its readers to "Watch for the Golden Mascot Troupers, coming soon." I cautioned him to read it and set the word "Troupers" with a lower case "u" and not "oo" as frequently done by some compositors, else the public would think Uncle Sam's blue coats (troopers) were coming, instead of Bonheur Bros.' clowns and comedians. He faithfully promised, and laying out the gathered-up line of wood type upon the deal table, went to the sack to fish out another, when I ventured to ask:

"Pretty slow work setting type from a sack, is it not?"

"Yes, it's right smart slow, Brother Bonheur, settin' type out'n a sack, but I reckon you wouldn't say it's slow the way I get 'em back in again."

### Soliloquies of the Devil

By H. F. Lockhart

I hate to see the sunshine on the wall—
It looks so much like Rosie's pompadour;
Gee, for a cent I'd just set down and bawl
To think that she won't ever come no more.

We've got a new stenographer — oh laws!
An' Rosie's gone — they fired her to-day.
The chief he said he let her go because
She couldn't spell. What's spellin' anyway?

I know just why. That fresh young junior ed.
Howled 'cause she spelt "condition" with a "k";
I wish I had a chance to punch his head.
I guess I wouldn't hand him one—the jay!

Well, maybe Rosie wasn't swift as some At poundin' keys, but she was just my style; And maybe this new bat will make 'em hum; But looks! Say, Rosie had her skinned a mile!

Gosh! I was so surprised I couldn't speak
When I saw this one. Gee, I got a shock!
She's thirty-five years old if she's a week,
An' homely! Aw, her face would stop a clock!

I tell you, Rosie was the candy kid.
You'd know to look at her that she was some.
You'd tell it by the way her hair was did,
And by the classy way she chewed her gum.

But now she's gone, and life's a pickled lime.

The foreman jaws — he'd better save his breath;

If he should come and say "Go get your time,"

And bounce me, I'd be tickled half to death.

Then I'd go off and run a pirut ship
Until I made a million plunks or so,
And then I'd take my tainted wad and skip,
An' go and buy a print-shop with my dough.

Then I'll set round and be a howlin' swell,
An' little Rose can come an' work for me.
An' I won't give a ding if she can't spell.
Aw, don't get fresh! I'm comin'. Can't you see?

### The Science of Estimating and Its Effect Upon the Trade

By F. Thomas, Superintendent Blakely Printing Co.

GREAT many printers have never studied the science of estimating, or even given the subject a serious thought. Others have deliberately shunned it — afraid, apparently, to subject their business methods to the searchlight of truth. There are still others, however, to whom estimating is a mastered art, based upon their records of reliable costs; and these are the men who have made money in the printing business — the successful printers of our day, but unfortunately a very small fraction of the whole.

It is really surprising to what extent ignorance is responsible for the reckless prices given in response to requests for quotations. Labor and materials cost practically alike to all, and equipment is usually similar; yet we repeatedly have a variation of from fifty to one hundred per cent on prices for work of an ordinary character. The chief cause for this is a shameful ignorance of the primary principles of estimating or an equally shameful disregard for honest price-making. Either cause is quickly seized upon by the customer, and is invariably used to the ultimate undoing of the printer.

There are comparatively few printers who know the real value of the work they sell, or what they should charge an hour for their compositors' time before they can make any real profit out of it; and, strange to say, they are not at all anxious to know — they prefer to worry along with bad guesses in place of careful figuring.

Then there are the popular fallacies or fancies of estimating. One of the chief of these (especially among small printers) is the belief or idea that there are "scarcely any overhead expenses." Imagine such a business as printing, with its expensive equipment, attention to detail, chance for spoilage, etc., being carried on with "scarcely any overhead expenses"! Just think what they are: Rent, insurance, taxes, depreciation, electricity, gas, interest on capital, heating, lighting, office expenses, supervision, and repairs. And these are not all. Can any of us, no matter how small our business may be, get away from all or any of these? Then there is that insidious "filler" — that job we take at a low price during slack times, because "we have the overhead expenses going on anyhow." Tempting bait, indeed, when the boys are loafing in the composing-room and the big machines are silent in the pressroom. But if we listen to this subtle argument, we shall eventually find that the bulk of the work going through the plant is of this class, and what was intended as an exception has become the rule.

Again, we delude ourselves with the idea that the product of our presses is far in excess of what it really is. The same thing applies to our workmen, and almost invariably we take the time of our fastest man as a basis for our figures. In the case of our presses, how often we figure that we can get a production of 1,200 impressions an hour out of a press speeded to 1,500, when

900 or 1,000 would be much nearer the mark, and in the case of large sheets of light stock 700 to 800. Under the most favorable conditions it is advisable to allow a percentage for exigencies where printing machinery is employed, and this is equally true of composing-room and bindery.

Even when we have overcome these fancies and fallacies and have come to a knowledge of correct, or at least safe, estimating, we often lack backbone and are afraid to ask the price for our work that reason and experience teach

us is at the best only fair.

The principal fallacies, then, which we must guard against are: (1) The belief that our overhead expenses are less than they really are; (2) that we can, on some jobs that we are especially anxious to get, safely leave overhead out of the question, particularly when trade is dull; (3) that the output of our presses and other machines is much greater than it really is; (4) that the average workman produces more than he actually does; (5) that accidents and unforeseen difficulties will not occur; (6) that our courage will not fail and our backbone wobble when we come to ask the price we are honestly entitled to.

There are many other fallacies to which we are prone to fall easy victims, such as giving the customer the advantage of special labor-saving machinery and of apprentices' cheap labor; underrating the depreciation of type and machinery; allowing insufficient time for distribution of hand-set jobs, and the

giving of unlimited credit to the customer.

Now let us consider some of the facts to be borne in mind when estimating. First, there is the great and ever-present fact of our overhead expense. Successfully to ascertain this we must take all our miscellaneous non-productive or working expenses and proportion them against productive wages for a given time. We then find that, if we are paying our compositor 50 cents an hour, we have to get, in some way or other, \$1 an hour for his time before we begin to make any profit from his employment. Twenty-five per cent profit seems to be the lowest amount on which we ought to figure for work of such a varied character as composition. This gives us a total of \$1.25 an hour on a basis of 50 cents an hour actual labor cost.

In the case of linotype composition we have a great divergence of opinion, and we continually hear of this important product being sold at prices that point to business imbecility on the part of the printer. He conjures up galley upon galley of type in his enthusiastic delirium, and talks of six, eight, and even ten thousand an hour as if it were the easiest thing in the world to do, when we know that four or five thousand an hour is an exceptionally good average, taking one size with another. It is pretty safe to say that if our actual labor cost for each 1,000 ems is somewhere near the regular piece-work price, we are doing very well, for the probabilities are that a great deal of the matter we now measure as single-price would be measured as price and a half, or at any rate would be subject to a considerable allowance to the operator if set on piece work.

In the pressroom it has been found that it costs two-and-a-half times actual labor cost to operate our presses before we begin to make any profit

on their product. Based on the Chicago rate of wages, this would give us a selling price of not less than \$2 an hour. And here let me emphasize the warning not to overestimate the output from our presses. Remember the difficulties, the unexpected delays: springy forms, the broken letter that must be changed, the washing-out of small type; and, in the case of half-tone printing on enamel stock, the possibility of smut-sheeting, the trying out of ink to suit the coating, the time it takes to get that vignetted edge just right, etc. Then there is the enormous consumption of ink on special rough-finished cover-stock, with sometimes an extra impression.

In dealing with bindery work the estimator should carefully enumerate each operation individually. Giving a round figure for a number of operations often results in the omission of some item entirely. In this department, too, we must avoid overestimating the productive power of folders, cutters, stitchers and hand-workers. Estimators should have at hand figures of what has been found by actual experience to be the amount of work that can be done by the average worker. Before figuring on folding your job on a folding machine with automatic feeder, be sure that it is capable of being so handled in point of size, stock, and number of folds — it may be that it will have to be hand-folded after all. It will be necessary to add one hundred per cent to the actual labor cost before you can begin to make any profit in this department.

There are other items of expense that we are all too prone to overlook in our rush for work, such as wrapping and shipping, handling stock, supervision, proofreading, etc. These things we pay wages for every week, and we can not afford to give them away.

It has become the custom among printers to ask to be allowed the privilege of estimating on work that is to be given out, and, as a consequence, the buyer of printing "shops around," and in the aggregate often gets, in the way of estimates, value amounting to more than the profit obtainable on a dozen of his jobs. Of course, a customer is quite within his rights in asking for a quotation, but when he modestly asks for a bid on a booklet in 5x8, 6x9, 7x10 size, in lots of 1,000, 5,000, 10,000, and 20,000, set in 6-point, 8-point, 10-point and 12-point, both leaded and solid, on three or four different grades of stock, and in one and two colors, remind him of the shortness of life.

A great aid to correct estimating can always be found in the figures obtainable from a reliable cost system. To install such a system is easy of accomplishment in these days, with the assistance so readily given by the various employing printers' associations, and the valuable data published from time to time in the trade journals. By keeping a record of our costs, we always have at hand the means to prevent losses and mistakes now so often the result of ignorance.

To many readers much of the foregoing will not be entirely new, but if it serves to remind us of our duty to ourselves and to our fellow craftsmen, and will help us to avoid some of the mistakes we have made in the past, it will have accomplished something toward the betterment of our trade conditions.

### A Shadow

By A. Henry

FTER many years of separated effort, the pressmen's union, the typographical union, the bookbinders' union, the engravers' union, the electrotypers' and stereotypers' union, the employing printers' organizations, the employing lithographers' organization, the employing bookbinders, the employing engravers, with the makers of machinery, the dealers in machinery, the papermakers, paper-dealers, and all those whose work is toward the making of printing, selected from among their number those notable for their wisdom, and said: "Go to the Great City and meet with thy brethren, there to consider with them affairs of our common good. And as your wisdom and the wisdom of our brothers declare, so shall it be." And it came to pass as the word went forth that many men of cunning in their art, with the gift of good device and invention, hearing of these things, prepared the fruit of their skill and wisdom and journeyed with their brethren to the Great City.

And when all were come together, one of their number, standing in his place, lifted up his voice and spake, saying: "Of a verity we are assembled but for a short time, and the work that we may do here and the words we utter shall in time die and be forgotten. Look thou upon the temples we have builded to our aspiration. Look thou to the mansions we have established for our joy. But where is the temple to our labor, where is the mansion builded to the sweat of our brows and to the thought of our minds? Behold we are many. Albeit the spirit of brotherhood is not in our hearts — but its name in our mouths only. Yet do we look for our fellows to do that for us which we should earnestly labor to do with them. Build we then our temple for the glory and advancing of the work which makes our name among the children of men." And there was great acclaim, and each looked upon the face of each and the light of their countenances was as the light of the sun at noon day.

So builded they according to the wishes of their hearts a great temple, with council chambers, with halls of audience, and with spacious courts for the wares of their craft; with cunning devices whereby the invention of the minds of the greatly skilled might be proved, and glory and profit be brought to the worthy and skilful.

Then looked they upon the work of their hands, and it was good.

And behold, these acts of their wisdom brought great peace and prosperity and thankfulness. The story of their wisdom and its work went forth, and the enlightened of the Great Cities round about gathered themselves together and did likewise, so that it came to pass that as an acorn sown in season and in fertile soil bringeth forth a mighty oak, so did their works spread through all the earth its growth and power.

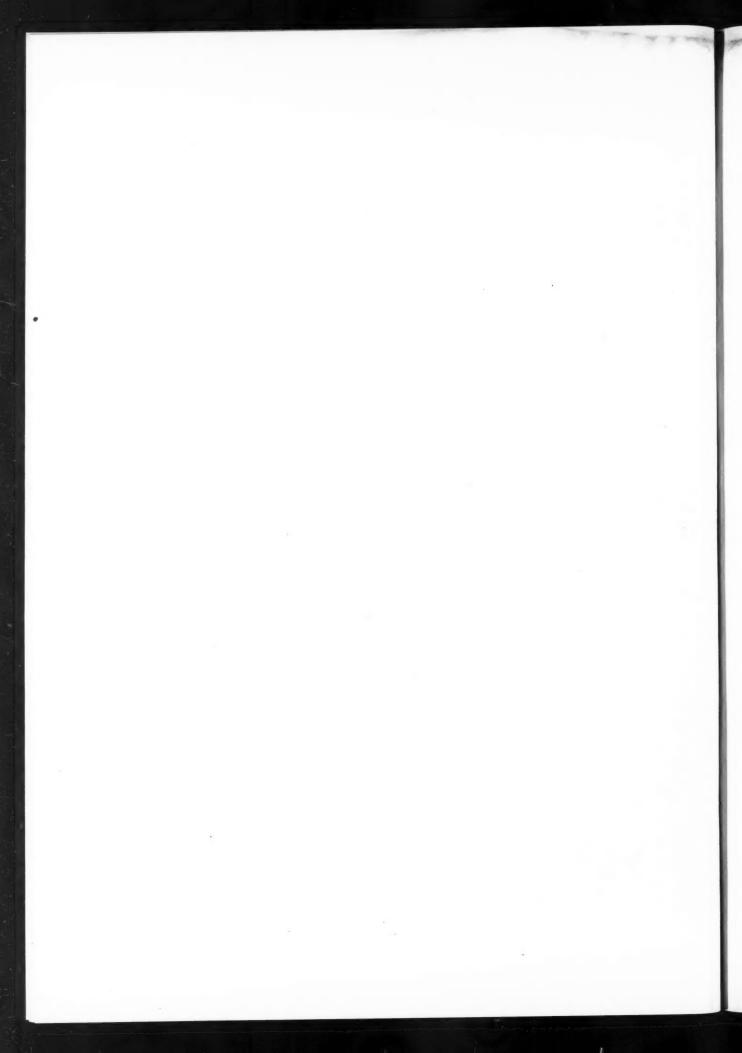
Then I awoke, and behold, it was but the memory of a dream.

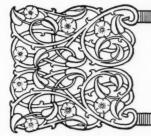


NEAR BARBIZON, FRANCE

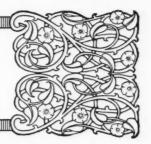
From painting by John F. Earhart, the printer-artist

The delicate atmosphere of the original painting can only be suggested by the three-color process, and as the original is intended to be viewed at a little distance the value of the reproduction must be considered in the same way. Engraved and printed by The Henry O. Shepard Company, Engravers, Printers and Binders, Chicago. Duplicate plates for sale





# Editorial



SPECIAL knowledge and skill are, after all, the greatest assets in an industry. The plant itself is simply the tool of the worker. Business generalship is the art of holding the two forces in proper relation, and obtaining the just reward for the product.

"What do I get out of it?" is a very natural question in rebuttal to appeals for a greater interest in one's work. Who can answer it satisfactorily? Too much depends on conditions. We can, however, be positive as to "what you won't get out of it" by holding back. You will get very little pleasure or satisfaction, for the grudging sower gets a small crop.

OUTINGS arranged for or by the employees of printing-houses are happily increasing in popularity. Shop relations that are strengthened by social relations make every one happier and work more pleasant. The soft spring weather that we may soon experience brings memories of the outings of past years, and plans may now be undertaken to make the season of 1912 still more memorable for "the good time we had."

"I MAKE it a practice," writes a correspondent, "to save and classify all the information I can obtain about printing. It increases my knowledge of the art to-day and enriches my mind. In reading THE INLAND PRINTER I read everything, even those departments of answers to questions on subjects of which I have little knowledge. From these I do get information, in a far-off way, perhaps, but such reading fills me with the desire to impress my customers with the infinity of skill and know-how required to make printing to-day."

APRIL! Now is the time—as the farm papers and seed catalogues say. Making garden and fishing are the two special delights that appealed to the old-time printer, and the modern printer dreams amid the roll of the big machines of the time when he can have a "farm." The vocation

of making books and the avocations of fishing and gardening make a "very harmonious combination," as our artist friends would express it.

On page 260 of the November (1911) issue of THE INLAND PRINTER, James A. Bell, of the Bell Printing Company, Elkhart, Indiana, gave an exposition of his ideas - ideas he has put in practice - of "Printers' Problems and How to Solve Them." His plan in brief is a system of making the operatives belong to the business and the business belong to them. The operatives help to run the business - actually, not nominally. Now comes R. T. Porte, in the department of "Productive Efficiency," with a description of a "merit system." Mr. Porte asks for discussion on the "merit system." We do not want to cloud the question, but if any one wants to discuss Mr. Bell's enterprise he may have the floor in another section from the caucus that Mr. Porte is getting into line.

### Volume Forty-nine.

A new volume of The Inland Printer begins with this issue - volume forty-nine. At no period in the history of this publication have the printing trades sustained relations so full of promise for solidarity of interests as they do to-day. That this is a cause for congratulation to us all, few will deny, and THE INLAND PRINTER is especially gratified in the fact that the economic principles it has advocated - advocated when feeling ran high in opposition - have proved themselves true and have been generally accepted. The relations of the publication to the unions, to the employers' organizations, and to the trade at large are of confidence and mutual good will. THE INLAND PRINTER has labored to be of service as an economic adviser, to sift the right out of all controversies, to aid the apprentice, the compositor, the pressman, the binder, the engraver, the stereotyper and electrotyper, and many others in difficulty about their work. It has purchased the interest of the highly skilled workers and opened the door of special knowledge to every one in need. In emergency troubles it engages expert advice,

and sends special letters that invariably solve the difficulties of the applicants. It has little concern that these services many times are taken as a matter of course, for it realizes that the name of The Inland Printer has become a synonym for help in the time of trouble—for which reason it is the vanguard of progress and of mutual helpfulness, with a steadily increasing army of friends among whom it circulates in ever-widening influence.

#### Why the Ad.-writing Course Is Cheap.

"This new enterprise makes me feel like waving my hat around my head and saying 'Good for the INLAND; it wins every time.'" Thus sayeth one reader about the course of the Massachusetts School of Advertising we are offering old and new subscribers. Another reader expresses dubiety, but says that as THE INLAND PRINTER has "made good" in the past he is willing to take chances.

He evidently hesitates at the low price. From an advertising point of view, perhaps, the fee is too low. It is, however, justifiable from the standpoint of high-class journalism.

THE INLAND PRINTER is content with its revenue from subscriptions and advertisements, and has a pride in purchasing information that will prove stimulating and profitable to its readers. In such cases, low cost is a part of efficiency. There are a number of advertising courses, and so far as we know they are worth the price asked for them. We believe the course issued by the Massachusetts school is the peer of any, and no effort will be spared to make it the best and most desirable on the market. A factor that appealed to us very strongly is that this course is in the making. This assures the student that he will receive personal attention from the instructors instead of form-letter answers, in which some correspondence schools are said to indulge. gentlemen who are writing the course have had experience as advertising men and participated in the preparation of one of the most successful and popular courses on that subject. Being thinkers and progressive men, they have learned lessons from that experience, and students of the Massachusetts school will reap the advantage.

The youthfulness of the venture makes the exceedingly low price—\$5—possible. The Massachusetts school is in need of advertising, which THE INLAND PRINTER is in a position to furnish. This combination of circumstances enables us to offer this excellent service to those of our readers who are interested in advertising. From a commercial view there is "no money in it," but we are old-fashioned enough to believe that the value of

a magazine to its readers is as much a criterion of its worth as the material prosperity that may come to its owners.

#### Identifying Lost or Stolen Type and Metal.

Loss of metal is a serious matter with houses that do composition for the trade. Much of this loss is due to carelessness and mistakes, though the type-thief is still abroad in the land. In passing, we can not refrain from commenting on the strange tale told by an East Indian correspondent in this issue. Usually type-thefts are designated as larceny, and the material is usually found in the nearest junk-shop. The Hindu, whose peculations are the subject of the letter of our correspondent, however, purloined from time to time sufficient type to fill thirty-one boxes. He did not sell the material, but cached it in the walls of his house. Some of the plunder has been returned to his employers, and a portion of it confiscated to the government, because the printing-office could not positively identify it. Here the Indian house and our machine-composition houses find themselves in the same boat. Inability absolutely to recognize stolen property has encouraged pilferers, with the result that losses in metal have become a burden. The Machine Composition Club of Chicago has discussed ways and means of securing an identification-mark. Several were proposed, among them one by E. M. Keating, of THE INLAND PRINTER Technical School. suggestion is that an identifying character or initial be etched, engraved or punched between the grooves in the cap of the mold; or, if preferred, a recognizable mark may be secured by etching or stamping a symbol on the edge of the liners. The first-mentioned method is esteemed to be the better way, as there are many more liners than molds. In each case the markings may appear near the top or the bottom of the slug.

We believe this is a solution of an annoying and expensive leak. Mr. Keating has fully tested the idea on a machine in daily use, and, after several weeks, nothing has developed which indicates that the experiment is not successful.

### Preparation of "Copy."

In the discussion of efficiency in workshops it is well for the printer to turn his attention particularly to the big waste in making corrections which should not be necessary if the copy is properly prepared. In the printing business, probably to a greater degree than in any other, it will be found that the most opportune time for an effective application of efficiency methods is *before* actual mechanical work on a job begins. This is the period in the production of printed matter

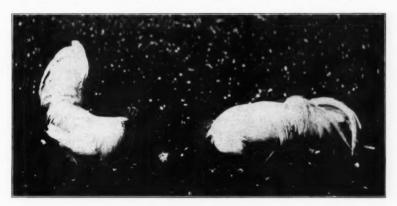
when the greatest saving can be accomplished. Straining to "make every move count," we have lost sight of the more important problem of reducing the number of "moves" to the minimum.

"A stitch in time saves nine" is a truism that applies with peculiar emphasis to the work of printing craftsmen. When the composing-room receives a job, the copy for which has not been properly prepared, and the foreman allows it to go to the compositor in this condition, efficiency has been cast to the winds at the outset.

Why this great ado about saving time on each "move," when we are entirely unconcerned about preventing the need for the "move" itself?

Students of efficiency in printing-offices are beginning to realize that the preparation of copy before it reaches the compositor is the point at which opportunity opens for the most effective reduction of costs. If the builders of houses were required to tear down and reconstruct as much of their work as the printer is called upon to do, most

Some cuts are so deep as to make it apparent that the successful bidders will lose hundreds of dollars on their contracts." Illustrative of what is meant, the reporter says one firm has undertaken to furnish books for 25 cents that cost \$3. Eliminating the possibility of the successful bidder having product on hand and other favorable conditions incident to county work, this looks like an oldfashioned rage to get the job at any price. This sort of thing may be exciting, and resultant success be seasoned with some of the spice of revenge. but isn't all that an attribute of war rather than a necessity of business? 'Tis true, captains of industry, like Carnegie and Morgan, have engaged in price-cutting wars. These wars were made, however, with distinct purposes in view. It may have been to get a "trouble" price for property or to dominate a competing concern for the ultimate purpose of modifying or destroying competition. The capital required to wage such affairs is regarded as an investment, and the war is engaged



PUGNACITY!
Photograph by R. R. Sallows, Goderich, Canada.

of us would be living in tents. The cost of a house would be entirely beyond any but the very rich.

The copy for all printed matter should be as carefully prepared as the plans for a building. This is the point, in actual production, at which efficiency methods should be first applied, if any considerable achievement in economy is to result.

#### Price-cutting Madness.

Despite all the educational work, old habits linger and the Old Adam persists. A month or so ago the daily press of a certain Mississippi valley city carried four-deck heads topping local items about "Big War between Printing Firms" over the county printing. The underlying causes are not apparent from the newspaper columns, but it was stated in one item that "never before in recent years has there been such price-cutting among printers in order to get the county's business.

in for profit. Usually there is no such purpose when printers cut prices, and the incident we refer to does not appear to have any special motive behind it. This particular county is told to rejoice because it saves fifteen or twenty per cent on its printing bills, which apparently comes out of the pockets of printers. Unless this be an exception to the rule, low prices will prevail for a year or so; then printerdom will revolt and endeavor to revise prices by some sort of combination. To recoup for past losses, "soaring" prices will be decided on. This invites a cut the following year, and to insure its success the newspapers make bruit about a printing scandal, with the result that there is another era of below-cost prices. This is surely planless, and, while it may be a species of business war, it is not even war with a purpose — there is no method in such madness, except it may be to plumb the depths to which folly can descend.

# A Study Course in Advertising

LESSON III .- BY THE MASSACHUSETTS SCHOOL OF ADVERTISING.

will satisfy you.



N our last lesson we took up the matter of copy from a selling standpoint. We went into a consideration of the thoughts and ideas that influence the mind to purchase. In this lesson we will take up the question of properly presenting these thoughts and ideas. There are two distinct steps in the preparation of copy: the first is the

framework, or analysis, which brings out the elements of appeal; the second is the presentation of these elements of appeal in their most convincing form. That is the work to be accomplished in this lesson.

There is very little if any similarity between the writing of stories, essays and other literary work and the writing of an advertisement. People buy newspapers and magazines for the happenings of the day, the special articles and stories they contain—not for the advertisements. They will look over the advertisements, but whether they become interested depends upon the copy-writer. There is just this difference: the newspaper man who is reporting, for example, a very sensational murder knows that the readers of his paper will be keenly interested in all of the circumstances; the copy-writer must remember that those same readers are not interested particularly in what he has to tell them, and, therefore, he must arouse their interest. With this in view, brevity should be cultivated. People do not care to read long advertisements.

Effectiveness of style, rather than beauty, should be sought by the copy-writer, and brevity is perhaps the first rule. It is secured by eliminating superfluous words and unnecessary details and ideas.

The use of superfluous words may come under any of these three divisions: redundancy, which means the use of an unessential word now and then; tautology, which means the full repetition of a thought in slightly changed wording; and verbosity, which means so great a use of unessential words as to demand a complete rewriting. Verbosity is virtually tautology in the most extreme form.

#### AN EXAMPLE OF REDUNDANCY.

FAULTY.

REVISED

The office manager will readily perceive that Y. & E. cabinets are so constructed as to withstand the usual wear and tear of the office.

Y. & E. cabinets are substantially constructed and will withstand continual usage.

#### AN EXAMPLE OF VERBOSITY.

The price of stationery depends much on the cost of freight and transportation. A long haul is necessarily more expensive than a short one and should be avoided whenever possible. We watch the product and have our stationery delivered to us at as low a cost as we can. We figure the cost and you get the benefit. You pay no freight bills. That's why we sell such a quantity of stationery. That's why we please our customers. That's why we get the trade. That's why you should buy your stationery here.

We effect a material saving in transportation by buying our stationery in large quantities. We give you the benefit. That's why you should purchase here. AN EXAMPLE OF TAUTOLOGY.

PAULTY.

Dixon makes a pencil for all uses, and no matter what use you have for a pencil you will find a Dixon that

REVISED.

There is a Dixon pencil made to satisfy every requirement.

Strange as it may seem, the use of superfluous words is most often caused by a desire to be forceful. Rather than hunt for the word or two that will express his thought

# The Charm of Adam Furniture

THE typical English Boudoir of the Eighteenth Century,—with its simple Time-mellowed furnishing of Adam design and its high narrow windows between whose faded hangings the light discreetly finds its way,—preserves a fragrant memory of aristocratic elegance and classical refinement.

To introduce this note into the modern Drawing Room reliance may be placed upon our Reproductions of Adam Furniture, whether in complete sets or single pieces. The very simplicity of these, the austerity of their lines relieved only by the finest of inlays or the most delicate of carvings, demands that they be fashioned with an absolute integrity and finished with the most sensitive care. These, however, are features which characterize not these alone but all our reproductions of the Masterpieces of olden days.



34 and 36 West 32d Street

Between Fifth Ave. & Broadway New York

Fig. 1.—Suitable copy for the class of furniture that is advertised here, and for the class of people desired to reach. Altogether a splendid example of its class.

clearly and effectively, the writer piles adjective upon adjective and sentence upon sentence, in the hope that sooner or later he will have fully expressed himself.

In distinction from the use of superfluous words is the use of superfluous ideas and details. This is called prolixity, and results generally from giving the unimportant parts too great consideration. After all, the public is interested in results more than causes. While causes should be used here and there to make the copy interesting or convincing, just the moment they seem to detract from

COAL the heater once or twice a day. Even heat for the entire 24 hours at a saving in fuel. This covers the story of the Spencer Steam or Hot Water Heater. Equally effective in small or large buildings.

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cht.

SPENCER HEATER CO. N. Y. Office, 501 5th Av., cor. 42d St. 1

Fig. 2.— Very strong copy. Note the complete story told in a few words. The article lends itself to this treatment, which would not answer for Fig. 1.

or submerge results they should be dropped. Moreover, the public should be credited with sufficient intelligence to fill in the minor parts with their imagination.

Clearness, as well as brevity, is necessary to effectiveness. If the mind is taken off the main subject to decipher the meaning of a sentence, force is lost. A sentence may be grammatically correct, yet undesirable from the point of clearness.

Long sentences should generally be avoided. Where they are used, care should be taken in transposing the clauses and phrases from their regular order. It is true that a transposition occasionally adds to the charm of a sentence, but clearness should never be sacrificed. In place of the conjunction "and" in the sentence, it is often better to use the colon, semicolon or the dash. The latter can frequently be used with good effect, and will enable the writer to cut out many connective words and phrases. The dash may also be used in place of parentheses; which, in type more than in handwriting, appear to break the sentence too completely.

The careless use of the pronoun is also a foe to clearness: it is much better to repeat the word than to allow any doubt to exist over the antecedent of the pronoun. A very good test for clearness is to allow the matter to stand over night and reread it in the morning. The sequence of thought which was so clear in your mind when the matter was written will be broken and you will approach the rereading with much the attitude of the stranger.

Some one has said that clearness is the result of care and short words. Short words are best. This does not mean that a long word is prohibited, or even to be avoided, when needed properly to express a thought. But short words are likely to be more forceful, and they are of great help in keeping the meaning clear.

Long introductions tend to kill the reader's interest. Unless an introduction is required to make clear the ideas that are to follow, it should not be used at all. Get into the pith of the subject at once. In this connection, and in the use of brevity, consideration should be given to the

nature of the article that is being advertised. A playerpiano, for example, will bear greater length of copy than a pair of gloves; a vacuum cleaner more than a carpetsweeper. As a general rule, the higher the cost of the article the greater the length of the copy it can bear.

Specific statements are always more convincing than generalities. Such sentences as, "If you are thinking of getting out a catalogue, booklet, folder, a new letter-head or any piece of printed matter, let us figure with you," are too general to leave any definite impression. They lack appealing power. If you are advertising printing, tell the prospective customer why he would be benefited by using your kind.

Bombastic and pompous statements do not get business. In fact they often drive it away. Avoid extravagant claims. "We carry the finest and most complete line in

## Danny Says:

And all the time the doctor was learning me education. And shucks! they wasn't nothing so hard about it oncet you'd got started in to reading things. I jest natcherally took to print like a duck to water, and inside of a month I was reading nigh everything that has ever been wrote. He had lots of books with him, and every time a new sockdologer of a word come along and I learnt how to spell her and where she orter fit in to make sense it kind o' tickled me all over. And many's the time afterward, when me and the doctor had lost track of each other, and they was quite a spell people got to thinking I was a tramp, I've went into these here Andrew Carnegie libraries in different towns jest as much to read as fur to keep warm.

## From "Danny's Own Story" BY DON MARQUIS

The most delightful bit of humor in many months.

All Book Shops.

Fig. 3.—A very ingenious book advertisement. Will undoubtedly create a desire to read the volume advertised.

the city"; "We lead, others follow"; "Our goods are beyond comparison," and similar statements, do not mean anything to the reader. They are idle claims that cast an air of insincerity over the entire advertisement. Any statement that has the slightest tendency to rob the copy of sincerity is extremely dangerous.

Do not worry about securing a "style." The chances are it would only result in strained and unnatural effects.

The exact meaning of "style," as applied to copy-writing, is very indefinite, but if it stands for anything at all it stands for individuality. And individuality merely means your natural expression. Therefore, if you seek style you will only succeed in losing it. This admonition is included here because most people think an advertising man must,



#### WHY

are the color, hardness and durability of a Tecla Ruby the same as that of a Real Ruby?

#### BECAUSE

Tecla Rubies are Ruby. Every particle of substance contained in a Tecla Ruby is identical with that of a natural Ruby.

#### THE DIFFERENCE

One is made in the Tecla laboratory and the other by the slow process of Nature.

### TECLA

Sole Philadelphia Headquarters



Walnut Street at Sixteenth

NEW YORK 398 Fifth Avenue LONDON 7 Old Bond Street

10 Rue de la Paix NICE 16 Ave, Masséna

AGENCIES
Washington, D.C., F St, at 11th.
St. Louis, 621 Locust Street,
Berlin, 15 Unter den Linden,
Vienna, 2 Kärnthnerstrasse.
No Other Branches or Agents.

Fig. 4.—Strong because it reaches the vital spot and leaves a positive impression.

of all things, be original, and some students, in searching for this elusive something called originality, commit a host of crimes. Let originality alone, and remember this only: an advertising man must sell goods.

Much can be gained by going over the advertisements in the current newspapers and rewriting them in a more effective manner. Such exercise will rapidly familiarize the student with many of the copy-writer's problems and make it easier for him to solve them.

Comparatively little has been said so far upon what may be called our unit of expression — the word. The copy-writer should possess a wide vocabulary. The use of the right word in the right place marks the good writer.

Words have a significance apart from their dictionary meaning, and the careful writer will trace the many subtle shades of suggestion that may follow their use. Perhaps the word has been overused. Even now "strenuous" carries a suggestion of our ex-President. Perhaps the word suggests the effeminate. As, instead of saying "Nice people prefer our, etc.," it would be stronger to say "People of refinement prefer our, etc." Perhaps the word seems coarse. To say "a pleasing odor" is much better than to say "a pleasing smell." Some words sound pompous; some cold and austere, some warm and friendly; some joyful, some depressing; some empty and hollow—others ring true.

A limited vocabulary means a frequent repetition of every-day words, which, in turn, means dry and unconvincing copy. Elbert Hubbard is said to have one of the widest vocabularies of any modern writer. His writings are always fresh and generally convincing. Victor Hugo is another writer who knew the power of words. The student would be greatly benefited by reading freely from the works of these two men, observing their method of visualizing their thoughts and carrying them directly into the reader's mind.

In enlarging the vocabulary care should be taken to avoid what may be termed bookish words — words which sound stiff and labored. It will not be possible always to judge just the words that are bookish and the ones that are not. When any question arises it is best to abandon the word at once, especially if it is a long one. Some of the most enduring passages in our English literature have been



There are many ways to lose money in this world but none easier than to invest capital in a building which is loosely conducted and inadequately protected. We say this from observation and not experience.

## THOMPSON-STARRETT COMPANY

**Building Construction** 

Fig. 5.— Good general copy. It inspires the reader's confidence by giving reasons.

written with simple words. As has often been said, the most learned understand the simple words, whereas the less learned may not understand the others.

In enlarging the vocabulary we suggest the use of a pocket memorandum-book, which should be kept constantly at hand, so that wherever a word is found, the full meaning of which is not clear, it may be jotted down. There are many words which are comprehensible to us, but

which we do not understand sufficiently to use freely. These should be included. Jot the words down in the back pages of the book and when you get to your dictionary write them in the front pages together with their definitions and any suggestions for their use that may be offered. Then, in spare moments, in street cars or trains, whenever there is an opportunity, take out the book and study these words and definitions. In this way you will soon make them a part of your vocabulary—providing you use the words. Some one has said that a word does not belong to us until we have used it at least once.

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Next in importance to the definition of a word is its synonyms. Every student of this course should have in his possession a good book of synonyms and should consult it freely. There are times when the repetition of a word for emphasis is permissible, but, as has been said before, repetition is best avoided. After the copy has been written, go over it, with your synonym book in hand, for repeated words.

In going over the work on this lesson, the instructors of the school will give the special advice the individual case requires. These things, however, are vital: use short words where you can; keep clearness always in mind; do not think too much about originality.

#### QUESTIONS.

- 1. What is the difference between story-writing and copy-writing?
- 2. Select an advertisement containing superfluous words and rewrite it, including the original advertisement, with your lesson.
- Select an advertisement that you would criticize for clearness and send it in with your comments.
- 4. Write and lay out an advertisement for some food product select one that is now being advertised.
  - 5. Write a layout for an advertisement for a book.
  - 6. What is said of originality in copy-writing?
- Select five advertisements for magazines or newspapers in which you think the copy good and tell why, briefly.
- 8. Select five advertisements in the same way, in which you think the copy is weak, and tell why.
- 9. Why should the copy-writer possess a wide vocabulary?
  - 10. What do you think about bookish words?

#### CHARLES FRANCIS AND HIS SERVICE TO THE CRAFT.

It is always pleasant to see honor done to those to whom honor is due, especially when the honor paid and received has been earned by hard, persistent, courageous and unselfish work for others, wrought quietly and modestly—the sort of work too often overlooked or underestimated amid the trumpet-blowing and artificial-light display of so many seekers after popular applause. If the honor is paid the worker while he is still living and busy, it is all the better. One little flower of appreciation pinned over a warm heart means more than a ton of wreaths laid on a cold grave.

The tribute paid, on February 6, to Charles Francis, of New York, by his fellow workers in the printing trade, is a notable instance of the fitting thing done at the right time. Two hundred members and guests of the Printers' League of New York gave a complimentary dinner to Mr. Francis, who, with his daughters, was about to sail for Europe to enjoy a long-deferred vacation. The affair was happily conceived, and was carried out in a spirit so gracious that its effects upon those who shared in it will not be less gratifying to them than to Mr. Francis and his family.

Those who participated will not soon forget the story impressed on their minds—the story of an employing printer who had won the love and respect not only of his own employees, but of the heads of the international unions that comprise the thousands of journeymen printers and pressmen in the United States and Canada. Both President Lynch, of the International Typographical Union, and President Berry, of the International Printing Pressmen's and Assistants' Union, paid remarkable tributes to the work Mr. Francis has done in behalf of a better relation between the employing printer and his employees. They testified to his sympathy with the working ran, his keen



CHARLES FRANCIS.

sense of justice, his readiness to set aside personal considerations which might interfere with a recognition of the rights of others. They regarded the principles for which Mr. Francis has contended, and which are embodied in the constitution of the Printers' League, as the solution of the problems involved in the so-called "labor question," and saw in the gradual spread of those principles the coming of the day of peace.

Other speakers, including a judge and two ministers of the gospel, spoke feelingly of the upright character of Mr. Francis. One of the latter — Rev. H. S. Quillin, of Caldwell, New Jersey, once a printer himself — declared that the secret of power for good which Mr. Francis possesses lies in the fact that great ability and early success had neither swollen his head nor shrunken his heart. He had not forgotten the days when he was on the other side of the labor market. He knew that the real question was neither that of labor nor of capital, separately considered, but of human rights, sympathetically understood and pursued in a brotherly spirit.

Mr. Francis has done a splendid work for the printing craft, the effects of which sooner or later will permeate all other lines of industry. Assuredly his vacation is deserved. And if all American employers who cross the seas for rest and recreation carry with them that contentment of mind which must have accompanied Charles Francis, they will be fortunate indeed.



NO. XVII.—BY W. E. STEVENS, Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

#### Type - faces - Continued.

Having explained, in our last lesson, the chief characteristics of all roman letters — light and heavy elements and serifs — we will now show a few well-known and acceptedly good roman type-faces in order that apprentices may study them and learn something of the principles underlying their construction. These faces have been selected not only to show a correct application of the principles of harmony and proportion, as applied to letter forms, but also to show variety, and to bring out certain points of interest.

First, let us take up the Caslon Old Style, shown in Fig. 78. This is perhaps the best-known and most widely used type-face that ever has been produced; and for beauty, legibility and versatility it is said to be unsurpassed. Because of its widespread popularity most of our large typefoundries have reproduced it.

William Caslon (1692-1766), to whom we are indebted for this wonderful type-face, was born at Hales Owen, England, and was brought up to the trade of an engraver of gun-barrels; but in connection with this work he also chased silver and designed bookbinders' tools. The neatness and accuracy of his work attracted the attention of two eminent printers — John Watts and William Bowyer —

ABCDEFGHIJKLMO NPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSW abc&defghijklmnopqrsu

Fig. 78.—Caslon Old Style, as produced by the American Type Founders Company.

tvwxyz£\$!?1234567890ff

who advised him to devote himself to cutting punches for types. Acting on this advice, his first achievement was the cutting of punches for a font of Arabic, and the work was so well done that Bowyer, Watts, and Bettenham, another printer, loaned him £500 with which to start in business as a typefounder. In 1721 he produced a full font of pica roman, with italic to match, and these types established his reputation as an able punchcutter.

In 1734 Caslon issued a specimen-sheet showing the results of his labor for fourteen years. It contained twelve faces of roman and italic, seven faces of two-line letters,

seven faces of flowers (borders), and seventeen faces of foreign alphabets. Only one copy of this specimen-sheet is known to be in existence. This is in possession of the American Type Founders Company, and is in its typographic library and museum at Jersey City, New Jersey.

Two Lines Great Primer.

Quousque tandem abutere, Catilina, patientia nostra? quamdiu nos etiam

Quousque tandem abutere, Catilina, patientia nostra? quamdiu nos etiam furor

Fig. 79.— Reproduction from a reduced facsimile of the original Caslon Old Style type.

Fig. 79 is a reproduction of one size of the original Caslon Old Style roman type, and its italic, taken from a reduced facsimile of this old specimen-sheet. In our reproduction the letter forms appear to be cut rather crudely, but this is because of the poor print from which the reproduction was made.

In order to conform to the standard lining system, now used by all typefoundries, the recutting of this old face has necessitated a shortening of the descending letters, such as p and y; but aside from this the forms are practically the same as those cut by William Caslon and exhibited in 1734.

The old-style letter s is now used only when quaintness is desired. This letter can be seen in Fig. 79, in the first and sixth words of both the roman and italic groups. It appears as an f with the bar cut off.

Owing to the general preference for types cast on the standard line (with the marked economies in composition derived from that system) the American Type Founders Company is the only firm in America that makes the Caslon Old Style roman and italic on the old line, with all the ancient quaint double and long letters and ligatures. It has also recut this face on the standard line, as shown in Founders Company conceived the idea of developing a Cheltenham family. This idea was, as we have heretofore explained, to make type harmony automatic — to simplify the compositor's work in trying to find harmony between unrelated type-faces, by producing related type-faces varying only in density and widths. So the Cheltenham family was started, and it grew and grew until there are now sixteen members, thirteen of which are shown in Fig. 82.

# ABCDEFGHIJKLMNO PQQuRSTUVWXYZ& abcctdefghijklmnopqrrsstuvx wyz?\$£1234567890Æfffi

Fig. 80.— Cheltenham Oldstyle. Produced by the American Type Founders Company.

Fig. 78. This is catalogued as Lining Caslon No. 540, so as to distinguish it from the Caslon Old Style cast on the old line.

In order that harmony in type composition may be automatic, as it were, several typefoundries have developed certain type-designs into families or groups of related series, varying in color and widths. The Keystone Type Foundry has, perhaps, developed the largest family of Caslon types. This family consists of Caslon Old Style, Caslon Old Style Italic, Caslon Lightface, Caslon Did Style Italic, Caslon Lightface Condensed, Caslon Bold, Caslon Bold Italic, Caslon Bold Condensed, Caslon Bold Extended and Caslon Title Extended.

Next we will take up the Cheltenham Oldstyle typeface, shown in Fig. 80. This was designed by the wellknown letterer and designer, Bertram G. Goodhue, and cut for the Cheltenham Press, of New York city. Mr. Ingalls Kimball, of that press, suggested many ideas which were carried out in the construction of the letter forms.

A peculiar feature of this very popular type-face is its long ascenders. In an advertisement in The Inland Printer of March, 1908, the American Type Founders Company, producer of the Cheltenham types, made an interesting point in connection with these ascending letters. It said that the ascenders were made long for the reason that in scientifically designed types the eye reads the tops of the lower-case letters; and they illustrate this

We have been asked why the ascenders on Cheltenham letters h. d. f. h. k. l. t are made longer than the descenders on g. i. p. g. v.

Fig. 81.— Illustrating a theory that in scientifically designed types the eye reads the tops of the lower-case letters.

point as shown in Fig. 81. Other equally as legible typefaces do not bear out this theory, but it is an interesting point nevertheless.

Knowing that in the Cheltenham Oldstyle it had a master design for text or display, the American Type

Imperialism Denounced

Cheltenham Italic

Resolutions Enhanced

Cheltenham Wide

International Revival

Cheltenham Bold

Cheltenham Family

Cheltenham Bold Italic

Stylish Originality

Cheltenham Bold Condensed

**Displays Advertisements** 

Cheltenham Bold Condensed Italic

Publications Beautified

Cheltenham Bold Extra Condensed

**Desired Typographical Results** 

Cheltenham Bold Extended

Pleasing Styles

Cheltenham Bold Outline

Magazine Improved

Cheltenham Inline Extended

Modern Stores

Cheltenham Inline

**Brand Changed** 

Cheltenham Inline Extra Condensed

Rebels Executed

Fig. 82.— Thirteen members of the Cheltenham family. Cast in order that type harmony might be automatic.

The faces not shown in this illustration are Cheltenham Oldstyle Condensed, Cheltenham Medium, and Cheltenham Medium Italic. This is the largest of all type families.

In Fig. 83 is shown the Bookman Oldstyle types, cast by the American Type Founders Company. In this type-face we find nearly equal element widths, heavy serifs, and a general effect of blackness and squareness, which are the peculiarities of an antique letter. Bookman Oldstyle is not, however, a pure antique letter, but rather an old-style antique.

To distinguish the old antique type-faces we find such names as Runic, Doric, Celtic, Ionic, Latin, Italian, etc.; but as these faces are seldom seen nowadays, having been supplanted by old-style antique letters, we will go no farther along this line - leaving the apprentice to study the proportionate element widths, harmonious serifs and uniform cutting. Note how lightly the serifs are bracketed.

The Blanchard type, shown in Fig. 85, is one of the most popular productions of the Inland Type Foundry

## AABCDEFGHIJKLM MNOPORR STUVW XYZf & abcdefghijklm nopgrrstuvwxyyz Ge?! \$1234567890 🏕 fiffiflÆ

Fig. 83 .- Bookman Oldstyle. Produced by the American Type Founders Company.

letters shown in Fig. 83 in order that he may understand what style of type-faces to select if he is given instructions to use an old-style antique.

Interesting features of the Bookman Oldstyle types are the "swash" letters and logotypes. If rightly used,

## ABCDEFGHIJKLMNO PORSTUVWXYZ&?!ab cdefghijklmnopqrstuvw xvzfiflfffffff1\$1234567890

Fig. 84.—Authors Roman. Produced by Barnhart Brothers & Spindler.

these characters have a very artistic appearance. The swash capitals A and M were designed to be used only at the beginning of words, while the swash capital R and lower-case letters r and y are to be used only at the ends of words. If placed in the body of a word, these letters form

## **ABCDEFGHJKL IMNOPQRSTUV** WXYZ& abcdefg hijklmnopgrstuvz wxv\$?123456**7**890

Fig. 85 .- Blanchard type. Produced by the Inland Type Foundry.

a wide "hole" or area of white space, which is displeasing

The type-face shown in Fig. 84 is Authors Roman, cast at the Barnhart Brothers & Spindler foundry. This is one of the most interesting original type-faces this foundry ever has produced, and is an excellent study in

## ABCDEFGHIJKLMNO PORSTUVWXYZ&\$?! abcdefghijklmnopgrstuv wxvz-;.',1234567890

Fig. 86 .- Viking type. Cast by the H. C. Hansen Type Foundry.

(now combined with the American Type Founders Company). It is a bold, semi-rugged type-face, excellent in design and desirable as a display letter where strength, boldness and an effect of solidity are wanted.

The next roman type-face which we will show is the Viking type (Fig. 86), cast by the H. C. Hansen Type

## That Sixteenth Street Mine <u>of</u> Golden Opportunity

It's up to you to pick out the best Gold Nugget Values.

on Stein-Bloch Society Brand

#### **WOOL-WEAVE SUITS AND OVERCOATS.**

Regular \$14.50 \$10.90 Values for. Regular \$20.00

Values for .....

\$15.00

Kegular \$25.00 \$18.75 Regular \$30.00 Values for....

Regular \$35.00 Values for.... \$26.50

1/4 off on all Special lines of Stetson Shoes, also Shirts, Underwear, Hats and other Furnishings.

1/4 off on Boys' Suits and Overcoats and Men's Trousers. A whirlwind sale of unprecedented values.

A GOLDEN OPPORTUNITY FOR YOU.

### COTTRELL CLOTHING CO.

613-19 16TH ST.

Prize-winning ad., set by Henry Gentsch, Jr., in apprentice contest, conducted by Denver (Colorado) Typographical Union.

Foundry. A peculiar feature of this very effective type-face is the rounding out of all sharp corners where the elements come together.

In the third monthly contest held for apprentice members of Denver Typographical Union, No. 49, Henry Gentsch, Jr., with the W. H. Kistler Stationery Company, received first prize; George W. Rice, with the American Printing and Publishing Company, received second prize; Al Berlin, of the Hoeckel chapel, was given third prize.

We reproduce herewith the first-prize specimen, and it will be interesting to apprentices to know that Henry Gentsch has had but one and a half years' experience in the printing business. He had no assistance whatever in setting this ad.

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THE INLAND PRINTER is in hearty sympathy with the prevailing disposition of apprentice printers to form organizations for educational and recreative purposes. In a number of large cities such organizations have been formed, and it will be our aim each month to publish brief accounts of their meetings, notices of new organizations, etc.

PRINTERS' APPRENTICES OF WASHINGTON, D. C., FORM

On February 16 apprentice printers of Washington, D. C., met in Typographical Temple for the purpose of organizing an association for the advancement and education of those learning the printing trade; every chapel being represented. This association will be an auxiliary to Columbia Typographical Union, No. 101, and its Book and Job Committee will act as an advisory board. T. M. Ring,

LOS ANGELES UNION TO ORGANIZE AN APPRENTICE ASSOCIATION.

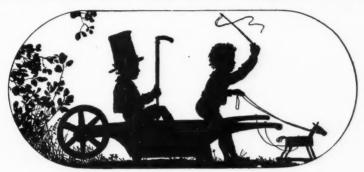
George Stein, International Typographical Representative, is organizing an apprentice society in Los Angeles, California. It is Mr. Stein's intention to have all apprentices take the I. T. U. Course of Instruction. The meetings will not be purely business; social evenings, combined with business, will be the order.

#### HUBBARD TALKS TO "CAPPER" PRINTERS.

Five or six hundred employees of the Capper publications were recently addressed by Elbert Hubbard in the lobby of the main office of the *Daily Capital*, at Topeka, Kansas. Mr. Hubbard was particularly inclined, under the influence of conditions in the Capper institution, to acknowledge his vocation. He said, in part:

"I am a printer; I know the taste of the glue roll and the smell of ink. I have served as 'devil' in a print-shop. Now, I run a print-shop and I am proud of my business.

"The greatest man America has produced—and I am not talking about Arthur Capper—though he is a great man; he is one of the great men of this country. He preaches to a bigger audience than any preacher the wide



AUGUST.

Drawn by Rolf Winkler for the calendar of R. Oldenbourg, Munich, Germany.

chairman of this committee, was organizer of the association. Temporary officers elected are: President, T. J. Mahoney, of Judd & Detweiler; secretary, O. J. Moore, of the Law Reporter Printing Company. A Committee on Rules was appointed, composed of O. J. Moore, chairman, and Messrs. Kreiter, McKay, Kantenberg and Van Reuth.

On February 26 this organization held a meeting and entertainment which was attended by forty-two members. After routine business had been disposed of the members were entertained by singing, dancing, and piano solos. Short addresses were delivered by P. J. Ryan, attorney for the Central Labor Union, and Nathan Sprigg, president of the Pressmen's Union. Sol. Southeimer, of Hartford, Connecticut, spoke on unionism. Mr. Southeimer was a member of the pioneer union of cigarmakers of which Samuel Gompers, president of the American Federation of Labor, was a member when he was employed at that trade in 1887.

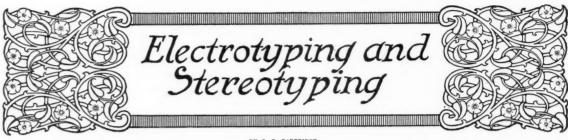
SAN FRANCISCO UNION TO ORGANIZE AN APPRENTICE ASSOCIATION.

On January 3 a large and enthusiastic meeting of apprentice printers of San Francisco, California, was held in the reading-rooms at union headquarters. Every apprentice attending was presented with a copy of the official souvenir, a picture of the Union Printers' Home, and literature of the I. T. U. Course of Instruction in Printing. At the next meeting of the apprentices a junior typographical union will be organized.

world over; he has a bigger church; he is talking to a million people every week. But he couldn't do it without your help. He knows that, too. Blessed is that man who has somebody to do his work.

"Now when I say the greatest man in America I am not talking about Mr. Capper or myself—I am talking about Benjamin Franklin. He was born in Boston, and didn't stay there. He got out, and went to 'Sleepydelphia.' Franklin was a traveler, and when he was nineteen he was broke in London. But it is no calamity to be broke in London, or New York, or Topeka, providing you are not morally and spiritually busted. Franklin had something of that. He had strong and skilful and helpful hands. He got a job; he did any job that was to be done. The job that the other fellow did not care to tackle, he tackled. He could set more type than any other man in the office. He could set type; and he drank no beer.

"Franklin was a working man; he was a printer; he was a writer, a business man, and a diplomat. I am proud to be a printer, and think I am a good printer; and I can get a job and hold it. I would like to work with you in this beautiful, light, well-ventilated building. You are prosperous, well-educated young girls and boys, especially the girls. I can not help admiring them. You all look like you enjoyed your work, and I am glad you do. And I am thankful that I have the privilege of speaking to you here in this beautiful place, and I will remember my visit here. So God bless you all."



BY C. S. PARTRIDGE.

Correspondence relating to this department is respectfully invited from electrotypers, stereotypers and others. Individual experiences in any way pertaining to the trade are solicited. Inquiries will receive prompt attention. Differences of opinion regarding answers given by the editor will receive respectful consideration. Address The Inland Printer Company, Chicago.

#### Chalk Plates and Stereo Paper.

(1120) Writes for information regarding chalk plates and stereo paper.

Answer .- Chalk plates, as made by the inventor, were a mixture of ground potters' clay and plaster of Paris, nearly equal parts, moistened to the consistency of mortar. The material is spread on the metal plate and scraped down to any desired thickness. Ground soapstone or chalk may be used instead. The plates may be purchased from the Hoke Engraving Plate Company, of St. Louis, Missouri. When the chalk plates are ready the casting-box should be heated beyond the melting point of metal. Then the metal should be heated until it will instantly scorch a paper thrust into it. The stereotype paper furnished by Bassett & Sulphin is uniformly satisfactory.

#### Electros and Zinc Originals.

(1119) "Although a subscriber of THE INLAND PRINTER but a short time, I find it to be the most up-to-date journal for printers that is published. I expect to be a subscriber for the rest of my life. As a foreman-printer and one who is anxious to improve the quality of work turned out, I take particular notice of the Stereotyping and Presswork departments, and would ask your aid in the following matters: (1) To explain: we get electros and zinc originals and, after casting flats, set them up on a layout sheet, generally 18 by 24, filling in with blank metal about one-sixteenth inch lower than the type. I would like to use plaster of Paris to fill in with, and ask whether you could give me formulæ for making same. I have purchased Partridge's book on 'Stereotyping and Electrotyping,' but find nothing in it upon this subject. I enclose a sample of my matrix, also printing, same having been run on a highspeed rotary. (2) We beat in by hand; lead is heated in coal furnaces and cast from ladle in curved boxes: tails are cut off and routed, then nickeled. This method causes too much make-ready and I desire to cut this down. Can you tell me how to improve my work? I have gained all my experience in the shop where I am now employed, therefore have been unable to observe methods of others in similar work. Would be pleased to answer any questions you may ask in order to be able to answer my questions. (3) Would also like to know whether there is a method, outside of rolling, by which I may be able to eliminate the beating in. Can it be done by pressure on the steam-table? (4) Can you suggest a method by which I can do away with the routing, thus saving time in getting plates to the presses? (5) My paper being rewound into rolls on the presses, I have trouble with offsetting. Can you tell me how to prevent this?

Answer .- (1) We know of no special formula. Just mix plaster of Paris with water and pour it in. (2) Your

method is the one in use in all modern shops, and we can suggest no improvement in it. (3) We have no direct knowledge of any other method of molding, but in a recent issue of The Inland Printer we published a letter from Burma, India, in which the writer states that he makes his molds on a Washington hand press. We have never been able to do this successfully, owing to the nonplastic condition of the flong we use. (4) We notice that the matrix sent us is not packed. If you will pack the low spots between the cuts you will avoid a great deal of routing. (5) This is a problem for a pressman.

#### Molding Half-tones.

(1123) "We are having some trouble in obtaining a good electrotype of fine-screen half-tone cuts. As the enclosed proof will show, we have tried new and old Ozokerite wax; have tried machine and hand polishing, also different leads. Any information you can give on this will be appreciated."

Answer. - Molding half-tones requires considerable skill and careful attention to every detail of the process. The molding composition must be of a certain temperature, which can not be described, but must be learned by experience. Half-tones should not be molded in connection with type, but molded separately and afterward inserted. In blackleading, the beating of the brushes upon the dots in the screen has a tendency to flatten them, which causes the electrotype duplicate to be much darker than the original. This can be overcome by using a wet blackleading process such as the Kohler patent.

#### Concaved Stereotypes - Granulated Face.

(1118) "I am sending you two proofs, one red and the other blue. They are both stereotypes. You will notice the blue one is concave and the red one has a granulated face. Now most of my plates seem to turn out this way. We copper our plates before nickeling them, and the copper seems to be smooth. It seems to be the nickel steel that makes the plates rough. We have cleaned out our nickel tanks and put the live steam on and boiled it good, but it does not seem to do any good. Wish you would look into this trouble and please let me know what you think of it."

Answer .- There are several causes for concaved stereotypes. If the concave is in the matrix, it is probably caused by hard drying blankets and insufficient squeeze on the steam-table while the matrix is drying; or, if a very thin matrix is used, the pressure of the metal in casting will sometimes force down the spaces around the large type, or other black surface, to an extent sufficient to cause the center of the type to spring up slightly, thus forming a depression in the case. If the matrix is not defective, the depression in the case is caused by the shrinkage of the metal away from the matrix in cooling. This may be due to one or more of three causes. The metal may be too hot, or it may contain too much tin, or the casting-box may be tilted in the wrong direction - that is, so that the pressure of the metal is against the back cover of the box instead of against the matrix. The casting-box should never be in a perpendicular position, but should lean a little in such a way that the matrix will be on the under side. The tendency will then be for the metal to shrink away from the cover rather than away from the matrix. Concave may be caused also by using different kinds of paper for the matrix and for the back. If the backing-paper shrinks more than the matrix, it will draw away from the latter, causing distortion. If the nickel steel deposits in granulated form on the face of the stereotype, it is probably because it is deposited too fast.

#### Blistered Mats.

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(1122) "Will you please inform a 'would-be stereotyper' how it is he can not get a successful stereo. from the mold sent you under separate cover? Accompanying the mold is the best plate he has been able to cast. We thank you in anticipation of your kindness in replying in the pages of your valued journal, the receipt of which is eagerly looked forward to month by month, in this somewhat benighted part of the world."

Answer.— The stereotype matrices sent to us were very badly blistered. This blistering is caused either by casting the plates without thoroughly drying the matrix or because of an inferior paste recipe. After the form is taken from the steam-table the matrix should be removed and placed face downward on the table or on the furnace until the moisture is thoroughly dried out of it. A very good recipe for stereotype paste is 2½ pounds of starch, ½ pound of flour, 6 ounces of dextrin, 2½ gallons of water. Cook in a steam-jacketed kettle, if possible. This paste should be thoroughly cooked, allowing it to boil two or three minutes but not overcooked. A little alum or carbolic acid will preserve it.

#### Lead-mold Electrotype Process.

(1121) "We wish that you would kindly give us any information you can regarding the lead-mold electrotype process."

Answer .- In 1903 Doctor Albert established a method for the production of metal matrices. A sheet of polished lead about seventy-eight one-thousandths of an inch thick is used instead of the wax case. A back layer of material that is softer than the molding material is used between the lead matrix and the platen of the press. The platen is then lowered so that the intermediate layer lying over parts of the form without depressions - that is, parts from which the first counter pressure comes - is compressed to half the thickness the intermediate layer has reached and the same degree of hardness as the lead; the next pressure of the platen will press the lead into the small depressions of the form. In the large depressions, where there is no counter pressure, the lead will sink down and thus produce the blank spots in the plate, which prevents smutting when the job is on the press. The job is fed into the press a small bite at a time. By using a successive partial pressure and at the same time a secondary pressure, Doctor Albert has succeeded in changing any press to a twenty times higher capacity. The shifting is automatic, so that no time is lost in molding, and the machine for the successive partial pressure is readily attached to any press. No building is necessary, and, because the molding material is already a conductor, blackleading is also avoided. The shell naturally

can not be removed in the same manner as it is taken from a wax mold, as it would not be possible to melt the lead away from the shell without injuring the electrotype. But by letting the matrix and copper deposit float on a very easily fusible metal alloy with many free calories, this loosening succeeds so well that the same mold can be used for five different shells. The inventor claims that this process is revolutionary in the clearness, rapidity, cheapness and quality of the production. The matrix, when its usefulness as such is at an end, may be converted into backing metal.

#### Another Case of Blistered Mats.

(1124) "We have been having considerable trouble of late in our stereotyping department on account of blistered matrices. We have tried making the matrices with and without backing powder. We ordinarily use a roller weighing twenty-one pounds, although on the matrix which we are sending you we used a roller weighing fifty-five pounds. Quite frequently we get a matrix, one-half of which will be O. K. and the other half blistered. Can you give us any enlightenment on this subject?"

Answer .- See answer to 1122.



JULY.

Drawn by Rolf Winkler for the calendar of R. Oldenbourg, Munich, Germany.

#### ADAM'S RIB.

"I hope I'm no chronic kicker," soliloquized Adam when he woke up and missed his rib, "but if they had to remove something I don't see why they didn't take my appendix."

— Ideal Power.



BY C W MORCAN

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

#### Learning Photoengraving by Mail.

"Printer," Las Vegas, New Mexico, wants to know if there is any correspondence school where he can learn to be a photoengraver, by mail. He has tried some of the "cuts made easily" methods advertised, but failed. He thinks it must be a "cinch" to learn, etc.

On the same day this query was received the papers announced that the Correspondence School for Theology at Madison, New Jersey, had failed. This school was backed by sixty-two capitalists, representing twenty-four denominations. And yet there are some of us who, judging from results, think that theology would be a "cinch" to teach by mail. The majority of apprentices, who spend five years learning the photoengraving trade, in the shop, can not be said to know their business. Then how could a correspondence school be expected to teach it? Like surgery, aviation and poker-playing, photoengraving is out of the correspondence-school class.

#### Foreign Visitors to the Photoengravers' Convention.

If the coming photoengravers' convention of June 10-12 had been called in New York, it was expected we would have had several of the leaders in the business in Europe to make us a visit. Boston as the convention city makes a shorter trip for them, and it is to be hoped they will drop in to the convention. William Gamble, who has done more toward the spread and improvement of processwork than possibly any other individual in the world, was expected, but, owing to the illness of Mr. Penrose, will be compelled to remain and take care of the tremendous business they have built up. Carl Hentschel, Mr. Dargarvel, the manager of John Swain & Son, and others among the leaders in the trade in Great Britain, could profit themselves greatly by looking in at the great convention in Boston. Most of them are personally known to E. H. Houser, the president of the association, as well as to other members, and their presence would, with the members from Canada, make it a more truly international affair.

#### Lenses for Three-color Work.

The British Journal of Photography says that the interesting thing about the papers on the above subject at the Royal Photographic Society was the fact that the lecturers—Messrs. Newton and Bull—appeared to have been able to discover only one lens that was at all noticeably unsuitable for three-color work. All lenses sold for processwork, of which they showed the tests, seemed to be quite satisfactory. It would thus appear that the three-color worker has small reason to blame want of register to his lens, and he must look elsewhere for the fault.

All of which recalls the religious weekly that demanded a sample of each patent medicine for analysis before admitting its advertising, as it had a rule that no preparation containing alcohol would be advertised in its columns. Of course none of the samples submitted contained alcohol, though the readers got all the alcohol they required from the advertised medicines later. Testing lenses submitted for comparative trials at three-color separation and trying out lenses that one buys from the dealer on this side of the Atlantic are quite different matters, as the writer has learned by experience. He advises that no lens for use in colorwork be purchased on the claims of its advertisement without the privilege of trial and personal individual test.

#### Enamel Solution to Use in the Camera.

Herman A. Roberts, London, Canada, writes: "The writer would like to get some information on the subject of an enamel solution sensitive enough to be printed on the metal plate through a screen. My reason for asking this question is purely from the standpoint of rush work. There are times when we have to go out and take a photo of a fire or accident at noon and have a finished news engraving by 2:30 P.M. If there were an enamel solution sensitive enough we could produce a positive half-tone direct from the dry-plate negative through the camera on to the metal plate. The writer would like to hear from your expert on this subject."

Answer.-An enamel solution sensitive enough to permit the metal plate to be used in the camera has been the dream of processmen since enamel has come into use. No such enamel has been found as yet. Other methods of accomplishing this have been tried, the most successful being Paynetype, which is a metal plate coated with a regular gelatin emulsion such as is used on dry plates. The writer has the honor of being the only one to make newspaper engravings on Paynetype plates in this country. But he failed after several attempts to have Paynetype plates made here. Doctor Schumacher, of Frankfort, has worked out a process which he calls Immediography, in which he uses an emulsion on a metal plate. The most promising method to turn out engravings quickly which the writer has seen is being worked out by Ozias Dodge, of Norwich, Connecticut. Mr. Dodge is known both in this country and Europe as the inventor of the "Norwich film," and those interested in a simple photoengraving process should query him about it.

#### Printing with White Ink from Zinc Plates.

"Photoengraver," Boston, writes: "I would be deeply indebted to you if you could decide promptly a question that has arisen between a printer customer of mine and myself over the question of the proper kind of plates to print white ink with. I engraved some line plates as usual in zinc, but the printer holds that the zinc discolors the white ink he wants to use with them, and requests me to make the job over in copper, as he says I should have known, when he

told me that he wanted them for white ink, that zinc would not answer."

Answer.— The chemical composition of white ink varies with different makers, so that it may react on zinc and bring about discoloration. You need not make the plates over. Clean them thoroughly with clean potash and scrub them with a stiff brush and whiting. Have ready a cyanid of copper solution made as follows: Take a saturated solution of sulphate of copper and a saturated solution of cyanid of potassium, outdoors, and, while standing to the windward (as the fumes generated are deadly), mix them by pouring the cyanid solution into the copper solution until the precipitate that first forms is redissolved. This will give a blue solution. Then add water-ammonia slowly until the blue color just disappears. This is a cyanid of copper

m d g sible, owing to the fact that the artist may carry on his color much heavier than you can lay it on with a press."

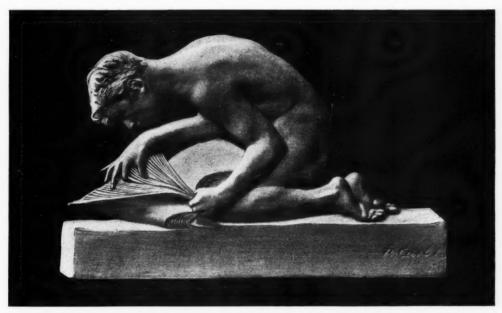
"Never compare a wet proof with the copy as to color; wait until the proof dries."

"The waste in inks properly kept in cans is less than in tube inks. Do not order tubes, as the heavy-bodied inks can not be put up in tubes."

"Never put water on top of an ink to keep it from skinning. It causes the ink to congeal and become lumpy, especially at the bottom of the container."

"Each time ink is taken from the can, see that the top is evened off and the oiled paper replaced. If the ink is not to be used again for some time it may be covered with linseed oil or petrolatum, and the can banded as when delivered."

"Kerosene is better to use on rollers than benzin or



REPRODUCED FROM THE ADVERTISEMENT IN ARCHIV FUR BUCHGEWERBE OF FRANZ DAHLINGER, HIGH-GRADE PAPERS, LEIPSIC, GERMANY.

solution. If you will put the thoroughly cleaned zinc plates into it, and brush them over with a clean brush, there will instantly be deposited on the surface of the zinc plates a beautiful film of metallic copper, which will make the zinc plates practically equal to copper plates for a good-sized edition.

#### "Color and Its Application to Printing."

E. C. Andrews' book, with the above title, is in its cover an illustration of right judgment in the selection of color in printing. Though treating an intricate and strictly scientific subject, the book is entertainingly written and should be studied by every printer who wants to lead in his line of work. The process engraver is called upon each year to greater knowledge of color, so this book is valuable to him, though the ordinary prover in black-and-white can pick up many hints that would be of great service to him. Here are a few sentences from Mr. Andrews' pen selected at random:

"In color matching if you (the printer) are dealing with the engraver direct, insist that he pull proofs on the identical stock you have bought for the job. Matching an artist's water-color proof is in many cases absolutely imposgasoline, as it does not crack them so much. Kerosene rubbed on the press keeps it from rusting."

"When rollers are not in use, rub them with petro-

#### Making It Easy for the Color-plate Maker.

The news that George Eastman, of the Kodak Company, has purchased the entire business of Wratten & Wainwright, Limited, of Croydon, England, is of interest to color-plate makers from the fact that this firm was the best maker of color-sensitive plates in England, and it is likely that its methods of platemaking will be carried on also in this country. Cramer, of St. Louis, has been the leader in making color-sensitive dry plates here, and rumor has had it for years that the Kodak Company wanted to control his output, but Mr. Cramer held out and compelled the Kodak Company to go abroad for its color-plate makers. Mr. Newton, the teacher of processwork at the Bolt Court Trade School, had just resigned from that position to take the business management of Wratten & Wainwright when Mr. Eastman bought up the works. Dr. C. E. Kenneth-Mees, the expert on colorwork for

Wratten & Wainwright, is to come to Rochester at a salary of \$10,000 a year, which means that the Kodak Company is to begin the manufacture in Rochester of plates equal to or better than those made by Wratten & Wainwright. With our own Prof. R. James Wallace, who has been a contributor to The Inland Printer, in charge of the color laboratory for the G. Cramer Dry Plate Works, St. Louis, and Doctor Mees in a similar position with the Kodak Company, it is going to be easy for color-plate makers to get the colorsensitive plates they require. And while on this subject it might be mentioned that color-plate makers are finding the Lumiere Autochrome plates of great service to them in getting a complete color record of a subject in a single exposure.

the Easter supplement, with an edition of one hundred thousand, printed on flat-bed presses, wore out completely at least four sets of electrotype plates. All of which shows that our copper half-tones will stand an edition of two hundred thousand, and that the ink, paper, presswork, and, above all, the presses, are not so destructive of the engraved plates as they were twenty years ago.

#### PRINTING CONSECUTIVE NUMBERS.

The other day I took a job of barber-shop checks to print. The customer wanted a big figure at the top of the check, and wanted the figures to run from 1 to 200—each check being numbered consecutively. The problem



#### A Notable Easter Newspaper Supplement.

The Easter supplement to the New York Times was an achievement that will be appreciated by engravers and printers the world over, when it is remembered that the order called for the reproduction in three colors of the entire fifteen paintings by the late Edwin E. Abbey of the "Quest of the Holy Grail," which are the famous mural decorations of the Boston Public Library. These reproductions were to be printed in an edition of two hundred thousand copies on flat-bed presses on both sides of super stock, 331/2 by 45 inches in size. The Color-plate Engraving Company, of New York, made the three-color plates from colored photographs of the original paintings. Some of these plates measured 31 inches in length. After these engravings were proved, these first proofs and the copper plates were taken to the Boston Public Library, so that they could be corrected in view of the original paintings. The price of the set of color-plates is said to be \$600. The presswork was done by the American Colortype Company on six Miehle presses, the job requiring one month, with the presses running night and day. The bill for paper and presswork was about \$9,000. The whole result is so creditable that Adolph H. Ochs, the enterprising proprietor of the New York Times, is to be congratulated, as well as the engravers, printers and the makers of the paper, ink and presses used in the edition. One feature of the work was that the entire edition was printed from one set of original plates, no electrotypes being used. When the writer was art manager of a New York daily paper, twenty years ago,

was how to print the job without lifting the form 199 times, or once for each change. I used a forty-eight point Cheltenham bold figure and set my form complete with the figure 0 to begin with:



I printed twenty cards with 0, twenty with 1, and so on to 9, inclusive. Then gathered 1 to 9 and laid aside, completed. Locked up 1 and printed to left of first figures, making two of each, following up with 2, 3, 4, etc., up to 0 when only eleven were needed, ten for 100 to 109 and one for 200. Then locking up 1 I printed one hundred, then one for 200, completing the job with only twenty changes, the checks being numbered from 1 to 200 as ordered.—
W. A. Bradford.

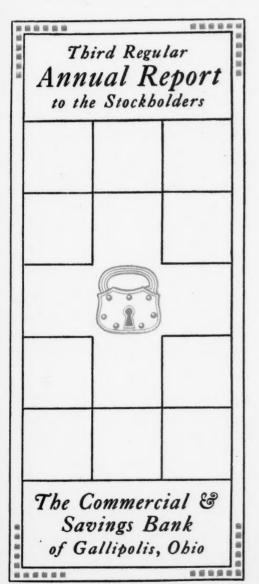






PECIMENS of typographical design by Mr. Chauncey H. Booton, of Gallipolis, Ohio, are found on this and the following two pages. Other examples of his work, together with a biographical sketch, appear in the Job Composition department. On pages 4, 5 and 6 of this insert are shown unusually interesting designs reproduced from recent foreign publications. These designs will furnish much by way

of suggestion to those handling commercial work. On page 7 is shown a reproduction of a cover designed and lettered by Harry E. Shrope, a student of the I. T. U. Course in Printing, while page 8 shows an unusually suggestive piece of lettering and design by Axel Edw. Sahlin, also an I. T. U. Course student. Both of these pages were submitted as part of the work on the lessons.



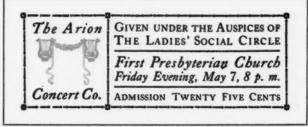
GRAND OPERA 66 RODIN HOOD?

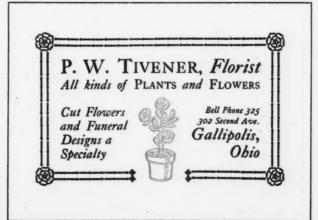
GALLIPOLIS THEATRE, FRIDAY, FEB. 19TH

Benefit of Gallipolis Fire Department

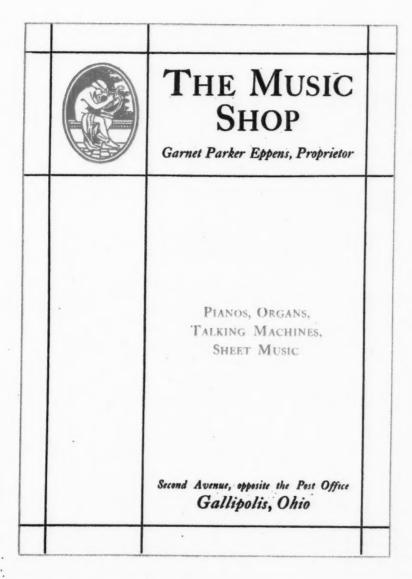
THIS TICKET IS EXCHANGEABLE FOR ONE 75 CENT RESERVED SEAT

TICKET AT G. A. ROEDELL'S DRUG STORE, THURSDAY, FEB. 18TH





The Hulbert Art Gallery	
Art Gattery	
Highest Grade	
Photographs Gallipolis, Obio	



Fol.	Magdeburg, den 19
Specia	Emil Schader Uhren und Goldwaren  Whität: Schweizer und Glashütter Uhrenfabrikate
	RECHNUNG
für	of the state of th
Reklamationen k für rechtzeitige l	Lieferung und Zahhung ist Magdeburg. Ziet 3 Monate, gegen Barzahlung innerhalb 30 Tagen vergüte ich 2 Prozent Skonto. önnen nur Innerhalb 14 Tagen berücksichtigt werden. Bei Rimessen auf Nebenplätee übernehme ich keine Verbindlichkeit överzeigung oder für Beibringung eines Protesses. — Bahnsendungen bitte nach dem Glüerbahnhof Magdeburg zu richten.
Nr. Suc	Sandie Ihnen heute für Ihre Rechnung und Gefahr:

## Albert Langens

feinste Reproduktionen von Gemälden erster Künstler

wie f. v. Reznicek/Eduard Thöny/Th.Th. Heine/ Rudolf Wilke/Rudolf Sieck/Wilhelm Schulz/frith Halberg-Kraus/Alfons Woelfle u. a.; die Richtung früherer Kunstepochen ist ebenfalls vertreten durch Namen wie Boucher/Tizian/Boya und Delasquez



Die Serie umfaßt bis jeht rund 125 Blatt. Aus dem vor den Originalen entstandenen Wunsch, den Genuß an diesen durch mustergültige Reproduktionen dem Kreise der Kunstsreunde zu vermitteln, entstanden die ersten Drucke. In diesem Sinne wurde die Reihe fortgeseht und zeigt so den Charakter etwa einer privaten Sammlung. Jeder freund von schönem Wandschmuck sindet unter diesen Drucken einige, die ihm gefallen

## Palmert

Stickereien und Spizen en groß

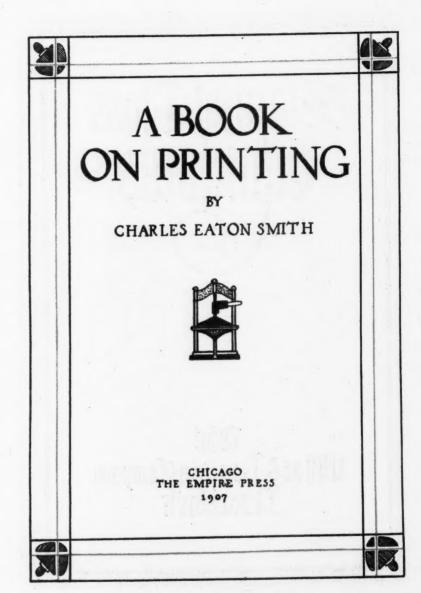


München St. Gallen

Jortwährend hervorragende Neuheitens

# Stained Glass Mindows

The Miller & Benson Company New York









In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression.

By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

#### Chauncey H. Booton.

Chauncey H. Booton, of French-Irish descent, was born in Gallipolis, Ohio, in 1874. When he was eight years old he could set straight matter in a printing-office, and at ten

was a good platen pressfeeder. His boyhood was spent about a newspaper office, where he graduated in all the branches. In December, 1890, it happened that the newspaper office in which he worked fell into a new man's hands - a man who studied type-values as applied to newspaper printing - and he made Booton foreman of his plant at the tender age of seventeen. It gave an ingenious and talented boy an opportunity to experiment with new type-faces and materials, and he immediately began to develop original ideas and produce work which made business men of discriminating tastes sit up and take notice.

But when spring came, the lure of the Ohio river, which laves the feet of Gallipolis, grew strong, and young Booton could not resist the temptation to despoil it of catfish, perch and other succulent game held in high regard by boys with fishhooks and lines, and he severed his relations with his employer solely because of the recreative impulse. All

that summer and into the fall he fished and meditated. The thoughts of youth are long, long thoughts, and they led Booton first to Columbus, and then to New York, for experience in the printing trade, but he little liked the restraints of city employment, and the next year returned to Gallipolis and started the Booton Printing Company. As its manager he was able to study and experiment to his heart's content. He had a penchant for colorwork, and the difficulty of feeding such work started his thoughts on a mechanical appliance to be attached to platen presses. He sold the printing plant and mastered this problem by the invention of an effective automatic register-gage, which

has had an unusually large sale in this and foreign countries. When twenty-eight, he sold his interest in this gage and started the Acorn Press, a finely equipped job-plant, which won a wide reputation for beautiful printing in a

very short time. His inventive faculty sought other
forms of expression than
original printing, however,
and he sold out the Acorn
Press and completed a highspeed automatic mailing
machine.

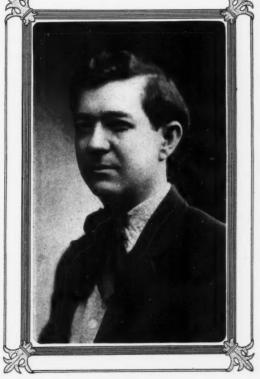
In 1907 he took charge of the Bulletin Press in Gallipolis, with Linotype, cylinder and platen presses, and an abundant equipment of printers' accessories. In this busy office Booton has designed practically every job done for five years, many of them strikingly original and meritorious. Simplicity is the guiding star of all his work, and his color-schemes in quiet harmonies and in bold contrasts would command attention in any exhibit of artistic printing. He is now devoting his thoughts to still another invention, which may impel him to leave the printing business again.

Mr. Booton's friends regard him not merely as a clever, resourceful printer, but as a man peculiarly gifted in the artistic branches of the trade, with a mind which readily solves every

gifted in the artistic branches of the trade, with a mind which readily solves every problem of type and color effects. Asked by the writer to give some helpful suggestions for the benefit of the craft, he said:

"The first thing to aim at in every printed production is — simplicity. A sheet of white paper is a beautiful thing — don't mar it with meaningless ornamentation or useless blotches of color. Remember always one vital fact, that anything printed is intended to be read easily. Make this fact the guide in every design.

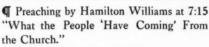
"Use plain rule rather than complicated borders wherever practicable. There are marvelous possibilities in a strip of one-point rule. Always try to find out why. If



CHAUNCEY H. BOOTON.

## Band Concert in the Public Park on Sunday Evening at 6:15





¶ Solo by Miss Hallie Martin.

¶ All not engaged at other church services cordially invited.

Another design in old-style type.



#### OMMENCEMENT

Academy High-School 8 p. m. Thursday, May 27, at the Opera House Reserved Seats at Roedell's May 25

TICKETS TEN CENTS : : : ADMIT ONE



Admission One Dollar : : This Ticket Will Admit

Mr.\_\_\_\_\_and One Lady

Interesting ticket arrangements.



A striking card design. Original in colors.

Band Concert Public Park Sunday, July 17, 6:15



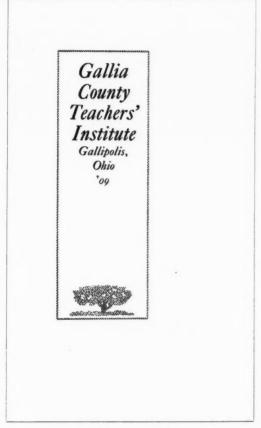
Mr Williams will tell the people "What the People Ought to Give to the Church."

All not engaged at other church services cordially invited.

"For the Good of the Town."

An advertising-card.

three-point rule looks better than one-point, learn why. Be a merciless critic of your own productions. Realize that high-class printing is an art, and make your plant a studio instead of a factory."



An interesting cover-page.

In Ohio the writer knows of no man who has a truer conception of type-values, a more fertile brain in the creation of attractive type and color designs, a more skilful

	K. Merriman & Company
Jewelers and Silversmiths	
	Address
Fine Repairing of Every Kind	
Our Specialty	
Shober Block, opp. Park	

An interesting arrangement for a large envelope.

captain of the devices which count for time-saving in a joboffice, a more capable critic, or a handier man in an
emergency, than Chauncey H. Booton. He has the trade
down to its last analysis.

W. G. SIBLEY.

[From a typographical standpoint, Mr. Booton's work is unusually interesting. We hear much about keeping our work harmonious by confining each piece of printing to as few type-faces as possible, but he has gone even farther than that, and an inspection of the reproductions shown herewith reveals the fact that all of them are set in Caslon Old Style, with italic to match. These examples furnish a striking demonstration of the possibilities of a single series of type, and, in looking over the work, one does not feel any necessity for further variety in the letter forms—the wide range of designs giving all the variation that one could ask. True, rules, borders and decorative effects form a considerable portion of the designs, but these accessories are used in a pleasing manner and add much to the finished appearance of the different pieces of work.— F. J. T.]

## HOBART OF HOLDEN, MISSOURI, ON THE PARCELS POST.

C. L. Hobart, of the Holden *Progress*, Holden, Missouri, has written to Congressman Victor Murdock, giving his views on the parcels-post question, and favors The Inland Printer with a copy of his communication, as follows:

Obeying the injunction of the agricultural organizations and papers, I am writing you to-day in regard to parcels post.

You being an ex-newspaper man, I want to say something somewhat different from the argument made by the average country newspaper man. I am assuming that the a. c. n. m. (if he wrote you at all) told you to vote against parcels post because it would wipe him out of business.

If you vote against the bill, I want you to have a better reason than that. In my twenty-six years' experience, over half of it in a country newspaper, In the found the country merchant to be anything but a business man. For twenty-five years he has sat idly by, satisfied with old methods, and demanded business because "everybody knew him" and "had to trade with him because he was 'the home man.'" He has regarded advertising as a graft, a charity, or at best an expense, and, when he did take a "plunge," he "jewed down" the printer to a point not only below cost (as cost commissions have demonstrated), but where no self-respecting, red-blooded man cares to stay in the business. Every one worthy of the name "business man" knows that publicity is the very life-blood of our modern life; the publicityseller should be greater than the money-lender, the trouble-preventer or the healer, yet these three are the highest paid in the community. in this twenty-five years of self-complacency, the merchant has permitted the mail-order man to educate the people to buy away from home. That is what it is in effect; in reality the m.-o. man has taught the people to be civilized - to buy from the man who advertises. I sometimes think the m.-o. man is one of the greatest exemplars of our civilization. Primitive man had but two wants - food and shelter. Civilized man has hundreds, ninety-nine per cent of them being created by advertising. And the m. o. man is the best "creator" we have. So, when the country merchant demands that you vote against the bill because it will build up the mail-order man, tell him this has already been done without the parcels post; tell him he has nothing to fear from the m.-o. man, because he (the merchant) has at his command the same constructive agency the city man has — advertising; tell him to regard his local publicity-seller as a friend and benefactor — not an enemy and grafter - and he will find the parcels post as big an asset for him as for the city man; tell him, further, that the defeat of this bill will not of itself stop the trend of modern conditions. As one of the sovereigns of this nation you have my permission to vote for the bill.

#### IMPROVEMENT NEEDED.

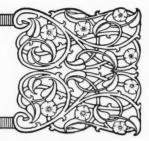
"What you want, I suppose, is to vote, just like the men do."

"Certainly not," replied Mrs. Baring-Banners. "If we couldn't do any better than that there would be no use of our voting." — Washington Star.

EDISON says that genius is two per cent inspiration and ninety-eight per cent perspiration. Some printers run the perspiration percentage up to one hundred, and miss the inspiration which would come to them through cooperation.—British Printer.



## Specimens



BY F. J. TREZISE.

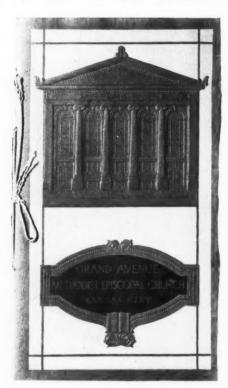
Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

THE CENTURY PRESS, Seattle, Washington.— The card is nicely designed and printed, and leaves no opportunity for criticism.

PERHAPS the most sumptuous piece of printing to reach this department during the past month is a booklet designed and printed by the Walken-

printed in colors and tipped on the cover proper, while the lettering is embossed. The program is of a salesmen's convention, and at the bottom of each of the inside pages is a small line illustration, suggestive of the salesman's routine. We show reproductions of a few of them.

A PACKAGE of commercial specimens from Eric Peterson, Fort Wayne, Indiana, contains excellent examples of high-grade work. The typographical



Cover of a handsome book by the Walkenhorst & Park Printing Company, Kansas City, Missouri.

horst & Park Printing Company, of Kansas City, Missouri. It is descriptive of the Grand Avenue Methodist Episcopal Church and office building. The cover, a reproduction of which is shown herewith, is handsomely printed and embossed on brown deckle-edge stock, and is exceptionally pleasing in design and execution. The inner pages are also attractively printed in light brown, dark brown and black on white stock. Altogether the work is a specimen of which the Walkenhorst & Park Company may well be proud.

W. WILLIAMSON, Chicago. — The blotters are nicely gotten up, and the color combinations are excellent. We find nothing to criticize in any of them.

We have received from E. Franklin Seffing, director of printing for The Arteraft Company, of Cleveland, a copy of a souvenir program gotten out for the National Carbon Company. While the program as a whole is exceptionally artistic, the cover-page is one of the handsomest that we have seen. We show herewith a reproduction. The pictorial decoration in the panel is



Cover by the Arteraft Company, Cleveland.

designs are all pleasing, conforming to the requirements of the best taste, and the work offers no opportunity for criticism.

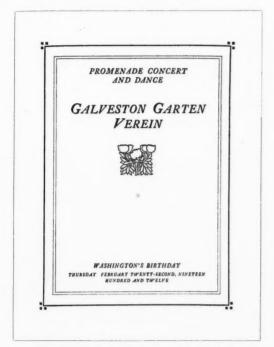
F. W. Kubr, Anadarko, Oklahoma.—The cover-page of the school booklet contains too much decoration in proportion to the reading-matter. The

omission of the long ornament above the date would be advisable. The inner pages of the booklet are well arranged, although there is perhaps too much decorative material and rules in the advertisements.

JOSEPH P. SOBCZAK, Alpena, Michigan.— While the specimens are all well arranged, we like best the letter-head for the I. O. O. F. lodge. It is particularly pleasing in appearance.

WM. E. How, Augusta, Georgia.—The booklet is very satisfactory, although we think that the use of black ink on the inner pages would have given clearer and more satisfactory results.

The house organ of the Harris Automatic Press Company comes to us with a new name and a change of appearance throughout. It is now known as the *Harris Monthly*, and is attractively gotten up.



Interesting page by T. A. Hussion, Jr., Galveston, Texas.

Typographical designs by T. A. Hussion, Jr., Galveston, Texas, are invariably neat and attractive, a simplicity of design and an adherence to pleasing type-faces characterizing his work. The program page reproduced herewith is an excellent example of Mr. Hussion's ideas of typography.

MERCHANTS & MANUFACTURERS PRINTING WORKS, Manitowoc, Wisconsin, — The bill-head design is unusual and clever in arrangement. Of the various color combinations, we like best that of black and light brown.

A CATALOGUE from the Gardner Printing Company, Cleveland, Ohio, shows an unusually pleasing color combination, in addition to good typography and presswork. We have no criticism to offer regarding it.

VICTOR BOYER, Devils Lake, North Dakota.—The arrangement of the cover-design is very satisfactory, but the use of the gold, especially on the rough stock, is not pleasing. A dark ink would have been preferable.

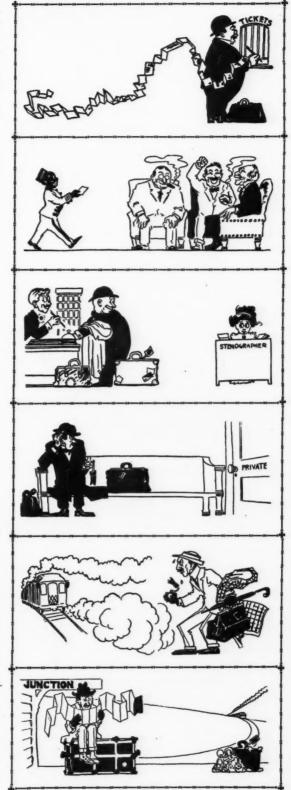
F. P. Medlock, Camden, Arkansas.—The blotter would be improved in appearance if the tint were just a trifle stronger. As now used, it is too near the color of the stock. The letter-head is very neat and attractive.

W. H. McKnight, Pueblo, Colorado.—All of the specimens are good, and we would congratulate you upon the simplicity of design which characterizes them. The statement for "Janssen" is very cleverly arranged.

FROM the Cooper Gravures Company, San Francisco, California, we have received some specimens of offset printing which are unusually attractive. The work is exceptionally well handled and the results are of the very best.

A HANGER issued by E. H. Clarke & Bro., Memphis, Tennessee, shows interesting views of the various departments of this concern. Printed in several colors from an attractive design, it is a very pleasing advertisement.

H. J. FREEBURG, Memphis, Tennessee.— You have greatly improved the proof envelope. In fact, the arrangement which you now use is one of the most attractive we have seen. We would, however, suggest some color combination other than the blue and green. A tint of blue, or an orangebrown, in place of the green, would give a more pleasing harmony.



Decorations from a souvenir of a salesmen's convention.

By the Arteraft Company, Cleveland.

We show herewith a reproduction of an interesting letter-head design by P. H. Lorentz, of Buckhannon, West Virginia. The original is printed in three colors, and the tint-block was made by mounting pressboard on an old electrotype block and then cutting out with a knife. The effect is very pleasing.

FROM the printing department of the Moline Plow Company, Moline, Illinois, we have received for criticism a folder, and while considerable effort has been spent on the title-page, the rulework is very elaborate and not at all satisfactory. In all cases the decoration on a page of printing should be of such nature that it tends to emphasize the text rather than detract



Letter-head by P. H. Lorentz, Buckhannon, West Virginia.

A PACKAGE of commercial work from Eli Black, of Cleveland, Ohio, is at hand, and contains an unusually large number of the excellent designs which have made Mr. Black's work so well known. Thoroughly appropriate

FIRST
CONVENTION
BALL

of
TYPOGRAPHICAL UNION
NUMBER FIFTYTHREE

THURSDAY EVENING
JANUARY 18TH, 1912
MOOSE HALL

By Eli Black, Cleveland.

and harmonious in stock, typography and color selections, they exemplify the best in typography. We show herewith reproductions of some of them.

THE HOERMANN PRESS, Dubuque, Iowa.—The memorial folder is nicely gotten up and well printed. The placing of the words in the corners of the cover, however, gives a rather "spotty" effect, which is not desirable. Inasmuch as it was perhaps necessary to do this, the use of a border around the page would serve to hold it together more satisfactorily.

from it, and when a page has the appearance of the decoration having been given first thought, with the text filling in where it may, the result can not be other than unsatisfactory. The decoration must always be made the secondary feature if the best results are to be secured.

FRED E. K. Neale, Charleston, West Virginia.—The design is clever, but the condition of your rules does not admit of its being worked out to give good results. Where one is handicapped by rules which are not in good condition, the use of panels should be avoided, for no matter how good the design may be, the final effect is unsatisfactory. Better a plain job than an elaborate one in which poor joints are conspicuous.



By Eli Black, Cleveland.

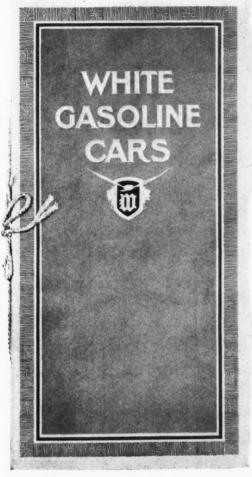
The Tribune, Roundup, Montana.— The specimens are excellent, the booklet being perhaps the best. On this piece of work the arrangement is very satisfactory, and the printing of the half-tones is well handled. We would suggest that you allow some of the pages to run short, rather than leading them out while the others are left solid. A CATALOGUE of White gasoline cars, recently produced by the Britton Printing Company, of Cleveland, Ohio, is a striking example of high-grade work. We show herewith a reproduction of the cover. The original is

at

attractive piece of work. We show herewith a reproduction of one of the pages.

R. Gouthro, Vancouver, British Columbia.—The leaflet is pleasingly gotten up, although in the breaking up for colors you overlooked the fact that the tint, which is sufficiently strong for the border on the first page, is rather weak for the type line on the back page.

JERRY JACKSON, Niagara Falls, New York.—The specimen is exceptionally well gotten up, and we would congratulate you upon the combination of colors which you have used. They thoroughly harmonize with the stock



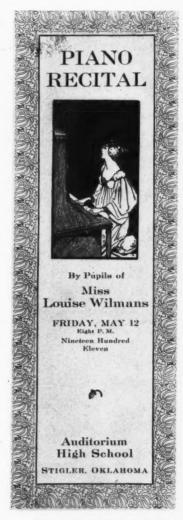
Catalogue cover by Britton Printing Company, Cleveland, Ohio.

printed in blue-gray and orange on white, deckle-edge stock, and is very rich in appearance.

A booklet gotten out by S. Lundgren's Sons, Malmo, Sweden, on the twenty-fifth anniversary of the founding of that firm, is an especially



Page from booklet by S. Lundgren's Sons, Malmo, Sweden.



Interesting page by B. B. Boyd, Fort Smith, Arkansas.

A PACKAGE of specimens from B. B. Boyd, Fort Smith, Arkansas, contains some excellent type-designs. We show herewith a reproduction of a program cover-page in which a stock ornament has been pleasingly used.

A MENU of the Hotel Utah, Salt Lake City, for St. Valentine's Day, shows a tint-block made up of heart-shaped designs. The tint-block covers the entire menu card and is printed in red — the latter being a trifle strong, however.

SPECIMENS from the Hoeflich Printing House, Philadelphia, Pennsylvania, show an excellent use of papers and colors. The combinations are very pleasing. The typographical arrangements are also very satisfactory, calling for no criticism.

L. P. Busch, Westerly, Rhode Island.—The work is very good throughout. We think, however, that if you had used black ink on the booklets the results would have been more uniform and pleasing. We would also suggest that a consideration of tone harmony would question the use of the

heavy rule around the cover-page for the "White House" booklet. It rather overshadows the type and the other rules.

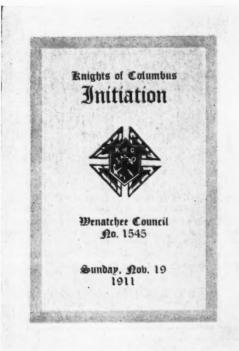
R. C. WILLIAMSON, Des Moines, Iowa, sends in a package of very attractive work. Perhaps the most striking is a folder printed in black and gray

NOTE VILLAGE CINCE

To all residence Association

The Control of t

Interesting design by R. C. Williamson, Des Moines, Iowa.

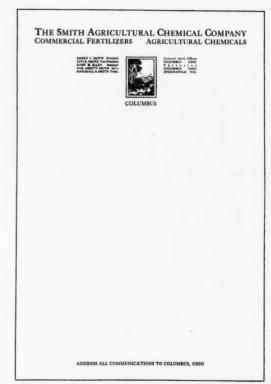


From L. E. Ovenden, Wenatchee, Washington.

on gray stock, with a half-tone printed in purple on white stock and tipped on. We show herewith a reproduction of it.

T. H. Anderson, Boston, Massachusetts.— The half-page advertisement is nicely arranged and we find no opportunity to criticize the manner in which it is handled. The breaking up of the panels has been done in an effective manner.

W. ARTHUR COLE, Philadelphia, Pennsylvania.— The program and menu is unusually interesting and pleasing, both in text and appearance, and we find nothing whatever to criticize in its arrangement. The color combination is also excellent.



By Eli Black, Cleveland.

CAREFUL typography and exceptionally good presswork characterize specimens from L. E. Ovenden, of the Wenatchee Printing Company, Wenatchee, Washington. The work throughout is gotten up in a manner that admits of no criticism.

CONRAD LUTZ & SONS, Burlington, Iowa, sent out about February 1 a seasonable hanger, consisting of Lincoln's Gettysburg speech, attractively printed in colors on white stock, with a medallion of Lincoln embossed on the upper part of the hanger.

From J. P. Gomes, Honolulu, Hawaii, we have received examples of high-class commercial work. The typography is especially pleasing, being simple in arrangement, with a few well-selected type-faces, and the color combinations are especially good.

Louis Blake Duff, Welland, Ontario.—The booklet is very attractively gotten up, both in text and design. The color combination is good and the mechanical work very satisfactory. We have no criticism to offer on the way in which it has been handled.

HENRY J. HERBOLD, Buffalo, New York.—The specimens are very neat, the blotter being well arranged. Perhaps, though, a rule around the calendars would more effectively separate them from the balance of the text and render the design less confusing.

HARVEY L. BLOMQUIST, Great Falls, Montana.— The specimens are very pleasingly gotten up, although there are one or two points concerning them to which we would call your attention. On the title-page of the Christmas celebration program — an excellent piece of work — we would suggest that the condensed roman letter is rather out of place, and would prefer smaller sizes of the regular roman face, that a harmony of shapes may be preserved. You have preserved this harmony on most of the specimens. We note throughout the work a tendency toward the use of a red which inclines toward the violet, and would suggest that when red is used in combination with black an orange-red is preferable.

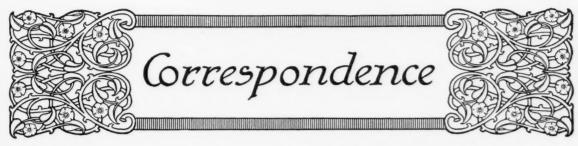






Same color reproduction by Zessa Vilkinson Co., New York City from 46 oil painting.





While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore, correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

#### PRINTING AT JUST PRICES.

To the Editor: DECORAH, IOWA, Jan. 5, 1912.

I have just been reading the article on "Shop Efficiency," in the January number of THE INLAND PRINTER, and I want to voice my appreciation of what you say in the fifth paragraph about the unfairness manifest in some localities where the cost system prevails and the disposition to "trust" prices is evident. I am not a user of the cost system as promulgated by the cost-finding congress, but long years ago we were using something along that line and are by no means averse to it. I have followed the course of the system as it has advanced, and it has seemed to me the tendency is too great to boost prices unreasonably. One of my friends who calls on the printing trade in the interest of a paper-house told me a few days ago that during the past year he had fallen down in the larger cities of Iowa while in the country towns his business was as good as ever. It was so noticeable that the manager of the house asked him why it was. In naming the towns he mentioned several of the larger printing centers of the State. We all know business has not come up to standard this year, but when a leading shop in a city like Cedar Rapids says it hasn't a job on the hook there must be more than one reason for it.

Pardon me if I have taken up your time on a subject that may not interest you, but I have felt that unless the industry took stock of the tendency of the times the pendulum would soon begin to swing the other way.

E. C. BAILEY.

#### PLACING THE BLAME FOR INCOMPETENCY.

To the Editor: SAGINAW, MICH., Feb. 12, 1912.

It would seem that one of the most important things concerning the printing-craft is preparation — not only in acquiring a familiarity with the multiplicity of details of the craft, but a fair grounding in the lower-grade branches of learning — an acquaintance with the three R's, punctuation, as much grammar as possible (the more the better), and the art of spelling. The latter might save the artist much unpleasant criticism by the foreman, and the denomination of "bonehead" by the proofreader, neither of which contributes to the printer's standing in the shop.

The blame for incompetency may be laid to foremen, employers and the committees on applicants for membership in local unions. The "hopefuls" who have aspirations some day to be editors apply for the position of "devil" and pass through the various stages toward the coveted altitude of journeyman, arriving there with a very poor equipment, due to the fact that their fund of general information was meager at first and that their inclination at school was rather in the direction of field sports and general deviltry

than absorption of the branches taught. (These are the fellows who spell macaroni with two c's three hundred days a year, and more if necessary.) Their school-day habits, of filling the nearest schoolgirl's rubbers with tobacco juice and introducing their friends to the garter snake stowed away in their pockets, are reflected in the shop. They are a detriment to the trade and a cause for the boss' mourning the passing of the "intelligent compositor."

The remedy lies with the foreman or other person starting the boy on his career, and, as said, with committees appointed to pass on his competency. His way through his apprenticeship may not be marked to his advantage. Many an apt youngster with poor tutelage has emerged with very inadequate equipment. It would seem that the interests of the trade as well as the employer would be enhanced were the young man's mental ability and learning made a subject of investigation before he is allowed to commence the learning of this (profession, I might say), in which fair learning, if not erudition, and a ready mentality are of primary importance.

L. H. SWART.

#### A WHOLESALE TYPE ROBBERY.

To the Editor: KARACHI, INDIA, Dec. 14, 1911.

I am forwarding herewith four photographs which illustrate a series of thefts of type and material, extending over a period of probably ten years, committed by the storekeeper of this press. The robbery or robberies were only discovered by chance.

It is a frequent habit among Indians to hide their valuables in the walls and roofs of their houses, covering the caches with whitewashed mud plaster. In this case existing cupboards in the walls were boarded over, as will be seen in the photographs, and then plastered up to the level of the rest of the walls. It has been said that every inhabitant of this country is either a money-lender or a moneyborrower. In the present instance our late storekeeper was a lender, and the mason whom he employed to execute repairs and whitewash his house was one of his debtors. As not seldom happens, disagreements arose as to repayment, and when the storekeeper was being prosecuted for the theft of a parcel of seven pounds of nonpareil dashes, which he had taken from the Press and concealed in his clothing-an offense which was detected by certain employees of the Press, who followed him and arrested him in the city on his way home - the mason saw an opportunity for requiting the harsh measures and threats to which, he said, he had been subjected.

The theft case was being prosecuted before the additional city magistrate, and there appeared every chance of his able pleader managing to upset the evidence of the somewhat ignorant and timid witnesses and making out a



No. 1.— Back room on second floor, where the first lot of type was found after the idol had been removed.



No. 3.— The plastered-in cupboard in the front room on the second floor.



No. 2.— Back room on second floor.



No. 4.— Landing on first floor.

good case of religious persecution of a Hindu by Mohammedan witnesses. During the last hearing, however, the mason mentioned above sent a messenger, as I suppose, to the court, who told one of my compositors, who had attended as a spectator, that the prisoner had some very heavy goods concealed in the walls of his house and it was very likely to be type. This man immediately came back to the office and informed me, and I communicated with the police, with the result that on his return from court the accused, who was on bail, found police officers awaiting him with a warrant to search his house.

The walls of the ground-floor room were probed in vain, but on the second floor in a tiny back room, in which the accused, who is a practicing Brahman priest, kept his idols and implements of worship, the searchers were rewarded. In spite of the owner's protests, the goods and illuminated texts were removed from the walls and the plaster picked away in places. It was soon found that two of the walls were built in with type from the floor to the low ceiling. Only a comparatively perfunctory search was made that evening, owing to the approach of darkness, but was resumed next day in the presence of the additional city magistrate and other officers. The walls of the room where type had been found were completely stripped of plaster and hundreds of packets of type, many in their original foundry wrappers, came to light. Operations were then transferred to the front room on the same floor, where the walls were also industriously probed. There a cupboard sunk in the wall was found and another haul of stolen type and material was made. Another hidden cupboard was discovered on the first-floor landing.

Employees from the Press were occupied throughout the entire day in removing the type from the walls and packing it in boxes for removal to the court. So great a variety of type—English, Sindhi and Gujerati—was recovered, ranging from six-line pica to minion, signs and split fractions, including hundreds of pounds' weight of brass rule and leads and a goodly supply of quotations, that the actual value has not even yet been ascertained. But the weight is estimated to exceed three thousand pounds and the value will probably be found to approach £400, some of the vernacular type being extremely costly.

The culprit has been sentenced to two years' rigorous imprisonment, and the type, which filled thirty-one type-boxes, has been delivered to the Press, a great part of it bearing the pin-mark of government foundries or in other ways being recognizable as our property, and the remainder having been confiscated to the Government on the ground that it probably does belong to the Press, although it can not be definitely recognized.

HENRY L. PHILLIPS,

Superintendent, Commissioner's Printing Press.

#### POINT SYSTEM IN PAPER-RULING.

To the Editor:

PHILADELPHIA, March 14, 1912.

In this neighborhood, at least, there is a condition in blankwork which, I believe, can be improved, and I am persuaded that you are willing to help improve it by giving the matter a little publicity. I therefore present the subject for your consideration.

In blankwork, when a compositor comes to fit the type to the usual paper-ruling, there is a great deal of adjusting to be done to make accurate alignment, for the reason, perhaps, that there is not the right standard of measurement used in the ruling of blanks. It seems to me that if the printers' point system can be applied to the ruling of blanks

and blank-books, a great advantage would accrue to both of the crafts mentioned, and would result in greater accuracy and efficiency in the work done. The inch measurement, with its fractions, does not seem so well adapted to blankwork since the accurate point system has been adopted by printers. I believe if this latter system of measurement were once adopted by blank-book men they would find it of as great utility as the printers do, who would not think of returning to any old system of gaging type. Cooperation of paper-rulers and of printers in this matter is highly desirable.

SAMUEL W. HOSKING.

#### SAVES THE DAY.

When the staff of the Lexington (Ky.) Herald reported for duty on the evening of Friday, December 15, they were greeted with the information that the city's gas supply was shut off, due to the bursting of a large main — one of the effects of a landslide forty miles east of Lexington, caused by heavy rains. The break was so serious that it could not be repaired in less than twenty-four hours, and consequently there would be no gas for fuel that night.

As the Herald's Linotypes are equipped with gas burners, it was incumbent to devise some other means of heating the metal immediately if the paper was to be issued on time as usual on Saturday morning. Although the other Lexington newspaper was an evening journal, whose plant would naturally be idle during the night, it could render no assistance in this emergency, since it also was in the same bad fix. Plan after plan was suggested and rejected as impracticable, and as time passed the situation began to take on a most serious aspect.

Finally the managing editor, in sheer desperation, gave the order to "close down and miss an issue." He announced his decision reluctantly, with tears of rage and mortification in his eyes, and only after every suggestion had been given careful consideration and found inadequate. In fact, almost every member of the force was on the verge of nervous collapse from the strain and worry caused by the unusual condition of affairs.

At this juncture Maj. F. C. Leaming, foreman of the composing-room, conceived an idea, which being put into execution saved the day. Mr. Leaming had learned his trade in a country printing-office, and remembered many of the makeshifts he was compelled to resort to in his youthful days. He still retained a high opinion of the resourcefulness of the country printer, which is not always shared by those whose experience has been confined to the modern and well-equipped plants in the larger cities.

He recalled that the *News*, published at Georgetown, twelve miles from Lexington, had recently installed a quick-change Model 5 Linotype, the metal-pot of which was heated by artificial gas manufactured on the premises. A hurried consultation over the long-distance telephone with W. F. Thomason, publisher of the *News*, resulted in securing the use of his machine for the night.

By 9 o'clock a special interurban car, carrying one linotype operator, a hand compositor, a telegraph operator, one reporter, and the office boy, all in charge of Major Leaming, arrived at the Georgetown News office and undertook the task of issuing an eight-page daily paper in a country weekly shop. By dint of extraordinary effort, aided by the unbounded enthusiasm of all concerned in the work, and with the constant use of the special electric car running between Georgetown and Lexington all night, a very creditable eight-page Herald was on the streets at the usual hour on the morning of the 16th.— Linotype Bulletin.

Compiled for THE INLAND PRINTER.

#### INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

#### GREAT BRITAIN.

THERE will be a printing-trade exposition held this April in the City Exhibition Hall at Manchester.

THE London Society of Compositors, during the last six months of 1911, paid out £39,109 (\$190,703) for out-ofwork and strike benefits. There were 2,434 recipients of relief.

FIFTY-TWO superannuated members of the Manchester Typographical Society, aggregating 7,760 years at their craft, were entertained on January 6 by the Jobbing Print-

A CENSUS taken on behalf of the city of London shows that within the 638 acres comprised in the area under investigation there are 50,600 workers in the printing and

THE printing-office of Waterlow & Sons, Limited, London, despite the workmen's strike of the past year, shows a

as readers in the place, because of which an occasion of felicitation was recently made, when the two patient gentlemen became the recipients of presents from their employers and their fellow workers.

THE union printers of Liverpool have secured an advance in weekly wage of 2 shillings on the newspapers and 1 shilling in job offices, with a further advance of 1/2 shilling for the latter on August 1 next. Overtime rates have also been increased. The new weekly rates are: Morning papers — Linotype operators, £2, 14s., 6d. (\$12.26); hand compositors, £2, 8s., 6d. (\$11.80). Evening papers -Operators, £2, 6s. (\$11.19); hand compositors, £1, 18s., 6d. (\$9.36). Jobbers and pressmen, £1, 17s., 6d. (\$9.12); after August 1, £1, 18s. (\$9.24).

THE Caslon Circular for February has this to say in discussing costs: "The Ben Franklin Club of St. Louis is attempting to standardize composition so that it can be sold by the square inch. Great simplicity is claimed for the system. An effect of extreme simplicity that we seem to have observed with regard to the square-inch system of charging for blocks is the facility it offers to customers for beating down prices. Extreme simplicity in the printer



Drawn by Rolf Winkler for the calendar of R. Oldenbourg, Munich, Germany.

clear profit on its balance-sheet for 1911 of over \$800,000, himself is sufficiently obvious already. If the principle is and has declared a sixteen-per-cent dividend.

AT the annual conference of the English Labor party, lately held at Birmingham, it was resolved to start a labor paper, to be called The Daily Citizen. A company with a capital of £150,000 is to be formed to publish it.

THE house of Doctor Johnson, in Gough square, Fleet street, London, has been bought by Cecil Harmsworth, member of Parliament, for a Johnson museum. He has also purchased an adjoining house, for the residence of the curator of the museum.

OFFICIAL figures in the Labour Gazette show that, during the past year, 5,789 employees in the printing and allied trades of England secured wage increases, as against 2,979 the previous year. The increases for 1911 amounted to £593 (\$2,885) a week.

An application has been made for a patent on an envelope designed to indicate plainly whether it has been unwarrantedly opened after sealing. Usually envelopes are surreptitiously opened by means of steaming the flaps. This invention is provided with gummed-paper strips which become discolored when steam or dampness is applied.

THAT the office of Wertheimer, Lee & Co., English and foreign printers, London, must be a pleasant shop to read proof in is shown by the fact that S. Dunn has just completed sixty years and A. W. Bethell fifty years of service to be extended to his composition, the customer will be able to 'size him up' to a fraction."

A NEW copyright bill has been enacted by the British Parliament. Among its noteworthy provisions are the extension of copyright to fifty years after the death of the author or artist, and the definition that the copyright covers all methods of reproduction, in whole or in part, in any form or language, etc., including, for example, the dramatization of a novel, or the production of a piece of music in a mechanical way (by the phonograph, for instance). On the other hand, newspaper reports, and reprints made for scientific purposes or for criticism, are not covered by the law, and speeches and readings may be printed, unless a specific prohibition against so doing is made by the speaker or author.

#### GERMANY.

THE newly elected Reichstag has among its members thirty-six editors, four master printers, three publishers and one compositor.

THE officials and faculty of the Berlin Trade School for Printers had an entertainment and banquet in January last, which was attended by nearly one hundred persons, including ladies. Herr August Koepsel, dressed in the costume of Gutenberg, read a poem written by himself in honor of the faculty.

ON February 1 the publishing house of Bernhard Tauchnitz, at Leipsic, noted for its editions of English authors, celebrated its seventy-fifth anniversary.

The newly elected vice-president of the German Reichstag, Herr Philipp Scheidemann, member of the Social-Democratic party, is by vocation a compositor.

THE association of German master printers (Der Deutsche Buchdruckerverein) at the beginning of this year had 4,757 members, a net increase of fifty during 1911.

A REPORT coming from America states that a news-print famine was expected in Germany. The German craft papers deny this, and wonder how such a report originated.

BECAUSE of the greater cost of production, the stereotypers and electrotypers of Germany have made increases in the prices of their products, beginning with the first of this year.

HERR JOSEPH KLEIN, representative at Berlin of a press manufactory at Geisenheim on the Rhine, on February 1 celebrated his quarter-century connection with the concern, and also the fact that he himself sold one thousand of its presses in his territory.

Some unions seem to be well supplied with funds. Thus the Verband der Deutschen Buchdrucker (German Printers' Union) on January 1 had assets of 8,708,210.26 marks (\$2,072,554). The total number of dues-paying members at that date was 65,399.

IN December last the Monotype-Setzmachinen-Gesell-schaft, Limited, was organized at Leipsic, with a capital of 300,000 marks (\$70,400), for the sale of the monotype machines and their appurtenances in Germany, Austria, Hungary, Switzerland, Rumania, Bulgaria and Servia.

The publishers of the *Volksfreund*, of Nassau, a Christian-Socialist paper, were haled before court because they had, in newspaper catalogues and elsewhere, advertised it as a "liberal" paper. They were cautioned by the court, under a penalty of 300 marks for each instance, not to repeat the assertion.

The German Book Trades' Union, as usual, arranged for a series of lectures this winter in the Gutenberg Hall of its building in Leipsic. In February and March lectures by prominent men in their lines were given on the following topics: "The Outlines of the Evolution of Type-forms in Connection with the History of Culture," "The Evolution of Our Letter Systems," "The Basis of Our Letter-forms," "Instruction in Penmanship," and "The Art of Penmanship." Most of these were illustrated by lantern slides. The admission was free.

A LITHOGRAPHER, named Louis Hohmeyer, aged twenty-four, upon a wager, started on December 10, 1911, from Hanover, to make a journey on foot around Europe, to be finished in three and a half years. In this time he expects to travel from 4,500 to 5,000 kilometers (2,800 to 3,100 miles), averaging thirty-one miles a day and resting two days each fortnight. Part of his expenses are met by the Hanover Zeitung, and his footwear will be furnished by a noted shoe manufactory. If young Hohmeyer wins the wager he will receive 25,000 marks (\$6,425).

PEACE has at last been arrived at in the lithographic trade of Germany. Since last September over forty-five hundred lithographic workmen have been out, either on strike or lock-out, in fifty German cities, because of wage demands. Both masters and men have been very stubborn in their controversies. But in the first week of February an agreement was reached between the masters' organizations, the unions of the men and the committee representing

the nonunion employees. The work-week is to consist of forty-eight hours for "lithographers" (designers, engravers, etc.), and fifty-three hours for pressmen and stone-correctors. The wages vary according to length of service and the locality.

THE Bavarian ministry of state has sent notices of reminder to those concerned in the giving out of printing for the government service, that, as a rule, primary consideration must be given to the printing concerns which adhere to the wage-scales and comply with the regulations recently agreed upon by the organizations of the masters and the men. It has also directed that the officials of cities and communities be again cautioned to give out work to local printers, so far as it may be within their capacity to handle such.

THE Royal Prussian Academy of Sciences is sponsor for a dictionary of the older German orthography, which is to be published by Hermann Böhlaus Nachfolger, in Weimar. It will be issued in parts, and the whole work will comprise eight volumes of one thousand pages each. In this connection it may also be stated that the famous dictionary started in 1852 by the Grimm brothers (Jakob and Wilhelm), which is for the German language what the Murray-Oxford is for the English, has now reached the thirteenth volume. This volume, which was begun in 1898, under the editorial direction of Prof. Hermann Wunderlich, contains 6,596 pages and takes in the words from gewitzight to gewöhnlich. The compilers on this dictionary now number fifteen, who are assisted by ninety-three excerptors, or hunters for words, word usages and phrases.

EFFECTIVE April 1, the German government establishes the following abbreviations for the terms of the legal weights and measures of the country, to be used in government publications and in the public schools. To the German spellings of the terms we add the French and English forms (the latter, of course, being the American spelling):

GERMAN. FRENCH.	ENGLISH.
km. Kilometer kilomètre	kilometer
m. Meter mêtre	meter
dm. Dezimeter décimètre	decimeter
cm. Zentimeter centimètre	centimeter
mm. Millimeter millimètre	millimeter
qkm. or km.2 Quadratkilometer kilomètre carr	ré square kilometer
qm. or m.2 Quadratmeter centiare (mêt	re carré)square meter
qdm. or dm.2 Quadrat dezimeter décimètre car.	ré square decimeter
qcm. or cm.2 Quadrat zentimeter centimètre car	rré square centimeter
ha. Hektar hectare	hectare
a. Ar are	are
cbm. or m <sup>3</sup> Kubikmeter stêre (mêtre c	cube) stere (cubic meter)
cdm. or dm3 Kubik dezimeter décimètre cub	e cubic decimeter
ccm. or cm.8 Kubik zentimeter centimètre cul	be cubic centimeter
cmm. or mm.8 Kubikmillimeter millimètre cui	be cubic millimeter
hl. Hektoliter hectolitre	hectoliter
l. Liter litre	liter
t. Tonne tonneau de me	er
dz. Doppelzentner	
kg. Kilogramm kilogramme	kilogram
hg. Hektogramm hectogramme	hectogram
g. Gramm gramme	gram
mg. Milligramm milligramme	milligram

It may be suggested that English and American usage might well conform to these abbreviations.

ARRANGEMENTS are actively under way for a monster book and graphic trades exposition, to be held at Leipsic in 1914. The legislature of Saxony has just appropriated 200,000 marks for its guarantee fund. The city of Leipsic has also appropriated a like amount, of which 50,000 marks are donated outright. A guarantee fund of 1,000,000 marks is in prospect. The city also places rent-free at the service of the exposition some four hundred thousand square meters

of space. Perhaps it may be well for American builders of printing and binding machinery to see about making a show at Leipsic.

#### FRANCE.

THE Société d'Impression pour Avengles (Society for Printing Matter for the Blind), of Paris, has just prepared a dictionary for the blind, containing thirty thousand words, in twelve quarto volumes.

THE remains of Nicolas Louis Robert, inventor of the papermaking machine, in Vernouillet, will be reinterred in a new grave, upon which a large monument will be erected, funds for which have been contributed by French paper manufacturers.

THE fifth volume of the "Gallia Typographia" has just appeared and is put out by the Champion publishing house at Paris. This work will extend to twenty volumes of four hundred octavo pages each, and will list chronologically and biographically all the printers of France from the beginning of the art down to the Revolution.

employer to require that his reasonable demands be obeyed. As regards the hours to be worked, it was purely a question of whether the command was reasonable. If the command was within reason, the refusal amounted to a breach of contract. Counsel for defendant contended that, as his client had worked forty-eight hours, he was entitled to cease work at 5:30, which was the regular quitting time. The magistrate held that there was no obligation on the part of the defendant to work more than the time fixed by the Wages Board, and that it was reasonable to seek other employments. The suit was dismissed.

#### SWITZERLAND.

An advertiser in the *Neue Züricher Zeitung* offers for sale a rare collection of about one thousand almanacs, dating from 1735 on.

THE "Gutenberg Room" in the Historical Museum at Berne has been transferred to larger quarters on the second floor of the building. It is constantly growing in contents and interest.



Drawn by Rolf Winkler for the calendar of R. Oldenbourg, Munich, Germany.

THE Bulletin Officiel of the French Master Printers' Association had a large special supplement to its January issue. This was devoted to the graphic trades' exhibits at the Turin exposition of last year. It contained twenty quarto pages of the report and lists of graphic-arts exhibitors, seventy pages of illustrations of exhibits and samples of art and color printing, and forty-nine pages of advertising matter. In addition to exhibits from nearly all European countries and some from the Far East, there were some at Turin from South America, but none from the United States.

#### AUSTRALIA.

An interesting decision was given by the judge of the Adelaide police court not long ago. A pressman was charged with having failed to fulfil his contract by refusing to obey the order of his employer to run off a certain job. According to the evidence of the employer's manager, on a Friday the defendant had been given a week's notice. At 5:30 P.M. that Friday the defendant, who was engaged on a price-list, refused to continue his work, saying he wished to seek employment elsewhere. In answer to a question, the witness (the manager) said the pressman had already worked his forty-eight hours, the week's work. The judge then inquired whether the employer has a right to make an employee work more than forty-eight hours if he does not choose to do so. The counsel for plaintiff answered, "Oh, yes," and added that in the Factories Act there was no attempt to interfere with the common-law right of the

A VISITOR, after attending a recent poster exposition at Berne, gave expression as to how it impressed him by writing the following parody on an old German drinking song:

Grad aus dem "Kunst"-Haus komm ich heraus; Strasse, wie wunderlich siehst du mir aus; Der Himmel ist gelb, und die Leute blau, Und Kerzengerade die Blummen der Au, Und "Holder"sche Menschen mit verrenkten Gliedern Erbarmungswürdig mich ringsum anwidern

Of this we give a translation below. The Holder mentioned is an "artist" of one of the modern schools, one for which, it may be well said, a taste must be acquired:

Just out of the "art" house my footsteps I steer; How strangely the street to my gaze doth appear— The heavens are yellow, all persons are blue, And straight as a stick are the flowers I view, While Holderic people with limbs twisted wrong Compassion arousing around me do throng.

#### AUSTRIA.

THE Graphisches Centralblatt, of Vienna, laughs because Herr Friedrich Derrer, a lithographer at St. Ingbert, has invented and received a patent on a machine for cutting—bacon.

GETTING tobacco from a paper factory is a French idea taken up in this country. It is not akin to cabbage leaves, nor is it brown paper soaked in tobacco juice, but it is produced from a mixture of finely ground remnants of cigars and tobacco-stems and clippings. This mixture is worked just like paper-pulp, and by drying, pressing and stamping is formed into imitations of tobacco leaves.

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THE Royal Academy of Sciences of Vienna has appropriated 50,000 crowns (\$10,250) for the publication under its auspices of a dictionary of the Austrian and Bavarian dialects of the German language, which have much in common and are very pleasant to the ear, in beauty surpassing most other Teutonic dialects.

#### RUSSIA

The board of directors of the Moscow University has decided to take over the University Press under its own administration, and it asks for a government loan for five years of 25,000 rubles (\$14,000), to pay the present debts of the office.

Last October the union or association of master printers of St. Petersburg was suppressed by the authorities, the reason given being that it was an inactive body. This makes the workmen smile, as their unions are usually suppressed because of their activity. Catches 'em gwine an' comin', you see. In this connection it is to be noted that

placed under seal, has been released, and the early refunding to the union of 52,000 crowns, held as security pending trial, is expected. The union is now twenty-five years old, and has issued a jubilee publication because of the fact.

#### BOHEMIA.

A COMPOSITOR in this country is very poorly equipped if he does not know two languages, the Bohemian (or Czech) and the German, both of which are current to such an extent that every printer must be able to print matter in either. Therefore, the printers' central union and its local subordinates in many places have winter courses for teaching either language, as may be desired.

#### ITALY

WAGE agreements for five years between masters and men in the printing industries at Genoa having ended on January 27, the men demanded an increase in the minimum weekly wages from 25½ to 28 lire (\$5.40) for compositors, and from 24 to 26 lire (\$5) for bookbinders, and for those now receiving higher than the minimum wage an increase of eight per cent. The employers were willing to grant



MARCH.

Drawn by Rolf Winkler for the calendar of R. Oldenbourg, Munich, Germany.

the third organization of the Baltic book craftsmen (after a six months' existence) is to be given a quietus — governmentally — for the reason that at its recent general convention wage topics had been discussed.

#### BELGIUM.

The Free Association of Printers of Brussels (L'Association libre des typographer de Bruxelles) on February 3 became seventy years old. At present it has 1,873 members, among them 139 honorary ones (those no longer working at the trade) and 30 pensioners. Of these, 1,650 are hand or machine compositors and 223 are pressmen. The weekly pension for members over sixty years of age is 6 francs (\$1.15) for such as have been members twenty-five years, 7 francs (\$1.35) for thirty-year and 8 francs (\$1.55) for thirty-five-year members. An auxiliary section of adhérents, which admits apprentices over sixteen years old as soon as they earn 25 centimes (5 cents) an hour, has over five hundred members. A German contemporary rightly expresses surprise at the proportion of 500 apprentices to 1,873 journeymen.

#### SWEDEN.

THE printers' union of Sweden had been sued for damages by the masters, because of a sympathetic strike their employees had joined some time ago. The supreme court has now decided in favor of the union. The office furniture of the union's headquarters, which had been attached and

these increases, but desired a seven-year contract and some changes in the regulations. But the employees would not agree to this and went out on strike two days later to the number of eight hundred. The daily papers gave in to the men, but at last accounts the jobbers are still out.

#### SPAIN.

THE Instituto Catalán de las Artes del Libro, a graphic trades organization at Barcelona, has issued a neatly printed 120-page almanac for 1912, containing lists of its officers and members, its history and constitution, the rules of the trade-school run under its patronage, a list of the various printing-trade schools in all countries, a list of the graphic-arts publications all over the world (rather incomplete, however, as regards those of England and the United States).

#### HUNGARY.

THE millionaire architect Robert Holitscher, a philatelist, whose collection of postage-stamps is believed to be the largest in existence, has sold it to a wholesale stamp dealer in Budapest, the price paid being 840,000 crowns (\$172,-200). The Spanish section of it alone is valued at 170,000 crowns (\$34,850).

#### DENMARK.

THE government's stamp-printing office at Copenhagen was visited by fire on January 24. Most of the stamps on hand and all of the machinery and material were destroyed.

#### "B. L. T." PICKUPS.

#### ELEMENTAL WATSON.

Dan McGee's woodpile is going quite fast.

Nellie Lamphier, our schoolma'am, has changed her boarding place from Dan McGee's to G. Torgenson's. We don't know why.— Howard County (Iowa) Times.

#### THE QUICK AND THE DEAD.

Will exchange five (5) shares of stock in coffin factory for good five-passenger auto. Describe machine, etc., in first letter.—Atlanta Constitution.

#### WHY HORSERADISH IS HOT.

Owing to my factory and contents having been destroyed by fire, I wish to announce to the trade that I will be around in about a week with the usual supply of Rock Island brand horseradish. Respectfully, J. B. JOSEPH.

#### WHAT IS ZERO IN SUCCESS?

The masquerade ball given by the fire department was a decided success, they realizing about \$30 above success.—

Virden Record.

#### A POET CRAVES INFORMATION.

What is old paper worth per hundred pounds?
Where can I sell original poems?
READER.

- St. Paul Dispatch.

#### YE ED ALONE SURVIVES.

There is no more danger of scarlet fever in this city, all have been killed and the scare is over.— Carroll County Democrat.

#### BULLETIN NO. A-408.

I find it has been the practice to allow engines to stand in front of the passenger depot at Bloomington while eating. This practice must be discontinued at once; it not only creates a great deal of noise, but smokes the station badly.

SUPERINTENDENT.

- Posted in a roundhouse in Peoria.

#### AGAIN THE POWER OF THE PRESS.

On account of the crowded condition of our columns, a number of births and marriages were postponed last week.

— Bloomfield (Ind.) Democrat.

#### WELL!

The topic for church service next Sunday morning at Dell will be "Hell." — Benton County (Mo.) Enterprise.

#### THE BLOW ALMOST KILLED FATHER.

W. R. Robbins and Dr. Craig were driving in the former's car from Thayer to Chanute when Mr. Robbins, in order to blow his nose, took his hands off the steering wheel. The car turned from the road and ran through a barbed-wire fence.— Iola (Kan.) Register.

#### CARD OF THANKS.

We wish to express our many thanks through the *Commercial* to our neighbors and friends for their help in the fire which destroyed our home.— Mrs. M. F. Lytton, John Lytton, Nola Lytton.— *Union City (Tenn.) Commercial*.

#### "THE SECOND POST."

DEAR SIR,—I am in requst of some one to publish A book for me and as I have bin recimmended to you by the R. R. Donnelly & Co I feal asurde you will be willign to publish it for me It is A noval and A good one to so people tell me that ought to know and I have read sevral my self It will probly make A book of about 200 pages owing to stile and tipe I chouse to cale the title Roses and Thorns I will give you A good show on it as money is not

what I am aftre so hoping you will take it and do the best you can I hope to hear from you soon I Remane Yours Truly.—Received by a Chicago publisher.

#### AND HOW CALM THE OCEAN IS!

I've fallen in love with the salt-water bathing. It feels wonderfully refreshing here, below the equator.— Des Moines Capital.

#### THE HEIGHT OF PARENTAL AFFLUENCE.

Mr. and Mrs. Charles Pooley and Elisha Irwin left for Texas, where they will visit their son, Irwin.— Goshen (Ind.) News-Times.

#### WEIGHT AT RINGSIDE NOT GIVEN.

Mrs. J. L. Paris left for Paris to-day, where she and her husband, for whom she has been separated for some months, will again take up the battle of life.— Oakland (Ill.) Messenger.

#### PAGE MR. NAT GOODWIN.

Wanted—An experienced married man to work on farm. Inquire of Gust Flodell.—Rockford Star.

#### IN SLUMBER?

During his whole lecture last night Professor Gregory held the wrapped attention of his audience.— Cedar Rapids Times.

#### WHY DID CHARLES SMITH SMILE?

Fred Horton, the blacksmith at Charles Smith's shop, hit the iron all the harder Wednesday morning—a son born that morning was the cause. Even Charles Smith smiled.— Tampico (Ill.) Tornado.

#### NOTHING UNUSUAL IN KENOSHA.

He shouted to the man and told him to be careful that the fast train was expected at any minute and the dead man called back to him that he would look out for the train.—

Kenosha News.

#### AN OPTIMIST.

I lately took advantage of the bankruptcy law but will remain in the grain business and believe my former success will continue.— J. M. Ernst.— Grain Dealers Journal.

#### WE GET YOU.

Wanted—A competent stenographer. Who has had business experience only. Cooper Wagon Company.— Dubuque Telegraph-Herald.

#### A SUDDEN LOSS OF FLESH.

She was given a sudden shove by a woman. Before she could recover her avoirdupois she noticed that her purse snapped.—*Milwaukee Journal*.

#### AND EXHIBITED NO EMOTION.

Mr. and Mrs. Jesse Gallatin attended the sale of Mr. Gallatin's father at Martinsville Saturday.— Marshall Herald.

#### FRIEND WIFE.

We have a car of nice dry kindling, just received. Your wife will appreciate this, for it splits very easily.—Akers Lumber Company.—Monte Vista (Colo.) Journal.

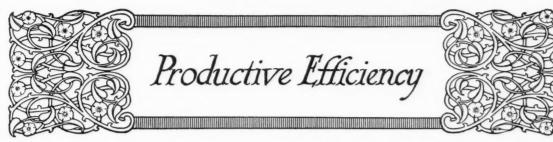
#### PIPE THIS.

The teachers and pupils of the Hawthorn school had vacation Monday on account of frozen pipes.— Wheaton Illinoian.

#### M. OR L. SNAKE.

The snake is a huge specimen, measuring 6 feet and 14 inches in circumference.— Galveston News.

-A Line-o'-Type or Two, Chicago Tribune.



BY R. T. PORTE

#### The Merit System for Printing-offices.

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To allay any misunderstanding, we declare at the outset that the system discussed here is not given because it is "ideal" or even practical, but is given for the purpose of starting a discussion along the lines indicated, and to aid in determining whether it is possible to make such a system practicable. As with the cost system, this problem is entirely a matter of evolution, and no one should say such and such is the correct way, and shut off all discussion for the other side. There has been a little too much of that in the past over cost systems, but light is beginning to come and we will soon have a better understanding. This is why the merit system given here is not put forward as the answer to all the problems and possibilities of such a system, but is a "starter," and will open the way for a broad and free discussion which will no doubt lead in the end to some definite agreement of action or method.

The matter of a merit system has been in the writer's mind for years, but the only solution was discharge for the incompetent, patience to those who merely did not know and wanted to learn, and a "raise" in wages to those who advanced. This in a way is fairly good, but we are advancing rapidly, and some better method must be taken to reward those who are employed and deserve consideration for extra effort.

It is evident that no merit system is possible or practical without a cost system. The same is true of efficiency, estimating, profit, and real success in business. It is impossible to analyze any modern problem of the printing business without first going back to the cost system, for on it depends all the information that makes for success. It is the compass that shows the road.

When visiting an Ohio city a short time ago, a printer asked the writer if he had ever studied out a "merit and demerit system," and if he thought such a system practical. It was a question that had never been asked, and no direct reply could be given, as there was nothing on which to form an opinion. The printer then took out a rough draft of a system, and said it was something he had drawn up, but had not put in operation in his small plant, although he believed it would work successfully. A copy of the draft was made, and at the next meeting of the Efficiency Club of Cincinnati the plan was laid before the members and thoroughly discussed. There were nearly as many opinions as members present. The meeting was decidedly interesting, and the "merit system" was made an order of business for several meetings thereafter. The rough draft of the system is as follows:

#### THE MERIT SYSTEM.

Cooperation is the first law of success. In order to place this shop on a plane above the ordinary print-shop we offer the following extra rewards for extra efficiency. These will not affect regular wages in any way, but are extra rewards for extra effort. All work will be accurately planned before

going out to the shop, so that no time will be lost by the operator planning how to do it. Follow the plans specified exactly.

For every merit we offer a bonus to be at the same rate as the operator's time for one minute. Each demerit cancels one merit. Fifty demerits two months in succession or one hundred in any one month insures discharge. Not more than ten demerits in one month, no merits, \$1. Where two or more operators work on the same job the merits will be figured on the quantity each operator did in a given time, dividing total quantity by total planned time.

For every five minutes cut from planned time:

Cutter, 5 merits.

Compositor, 8 merits.

Feeder, 10 merits.

Handwork or bindery, 2 merits.

No lateness nor absence with or without permission in one month, 25 merits.

Catching and preventing job going out with some serious defect, 10 merits.

Catching and preventing job going out with some very serious defect, 20 merits.

Catching and preventing job going out with some extremely serious defect, 30 merits.

DEMERITS.

For every five minutes or fraction thereof added to planned time:

Cutter, 5 demerits.

Compositor, 8 demerits. Feeder, 10 demerits.

Handwork or bindery, 2 demorits.

Lateness of over 5 minutes, 5 demerits.

Lateness of over 8 minutes, 10 demerits.

Lateness of over 15 minutes, 20 demerits.

Lateness of over 20 minutes, 25 demerits.

Throwing waste paper on the floor, for each offense 10 demerits.

Entering time on time slip at any time except immediately after operation, 30 demerits.

Entering time on time slip incorrectly, 50 demerits.

Spitting on the floor or in the waste-basket, 5 demerits.

Profanity, 4 demerits.

Changes on second proof after being once corrected, 5 demerits.

Feeder wasting more than three per cent per color on any job, 15 demerits.

Feeding job crooked or out of register, 30 demerits.

Cutting wrong stock or size, 30 demerits.

Shipping so carelessly as to cause a complaint, 30 demerits.

The adoption of such a system means first that the "front office" must be highly efficient. There must be everything at hand to plan the work before it goes into the workshop. There must be records of all kinds as to time used in different classes of operations; a standard must be adopted for various classes of work, and the man who makes the estimates must be experienced and have at his disposal everything that he can possibly obtain to assist him in getting correct standards of time.

Here, then, is the first step: a highly developed and consistently managed "planning" department, and one in which the employers have confidence. This is the most important feature of all, and, unless its problems are solved, the merit system can not be introduced.

The office must have an absolutely correct cost system, and one that it is impossible for any employee to "beat." That means timekeepers and time-stamps. The employee must not be allowed to make out his time-report, but a system arranged that is fair to employee and employer—with no possibility or chance of error in time.

With these two matters taken care of, and working satisfactorily, the largest part of the work has been accomplished, and the rest are but matters of detail.

There is hardly an employee that will not be glad to get a merit, but there is liable to be trouble over the demerits. The plan given here, however, is quite automatic, in that a demerit cancels a merit, and nothing deducted from the salary in case of demerits, and the only possible harm to the employee would be discharge. It may as well be settled that it is next to impossible to fine and collect from an employee and keep the esprit de corps of the plant in anything like working order. The only remedy is patience—if the workman is really worth it—in trying to get him to do better, or discharge without any further ado. No other methods have proven successful.

In the plan printed here, the largest merits are for catching errors in work. This will naturally keep every one on the lookout for errors, and may mean the establishing of a court to settle who saw the error "first." Difficulty may be found in this one item.

The merits on different classes of work are, perhaps, not ideal, and do not include all classes of work, but are merely a basis for such.

The demerits are the most serious problem, and will be the cause of the most trouble in the plant. Passing over the matter of extra time taken to do planned work, "tardiness" is taken up, and, while five minutes late causes only five demerits, yet each succeeding item makes a higher penalty. There is the question of whether some employees would not be inclined to miss the entire half-day rather than get the demerits. It may be just to take extra demerits, but there is a great possibility of trouble.

The rest of the demerits take up incidentals that may be added to or eliminated, as desired. The "spitting" demerits should be retained, not only for cleanliness, but for healthfulness. "Entering time" wrong is pretty hard to prove, and that is the reason comment was made insisting on the necessity of some correct way of recording time. Almost every demerit item shows possibilities of trouble, and will need a lot of careful study.

This is not much of an article in praise of the "merit" system, and many may consider it a knock, but such is not the intention. One must see the wrong side of things, as well as the right side, to be able to find the solution of any problem. It is entirely possible that this problem can be worked out and made a success, but, like the cost system, it can not be settled on one man's ideas and experiences, but on the ideas and experiences of many, and each problem solved by a frank and free discussion.

A merit system that could be worked would solve many of the estimating difficulties of printing-offices, would secure the highest efficiency from employees, and reward them for all the extra effort put forth. There are going to be many different opinions on this system, and the writer has not discussed one-half of those that have been suggested, but thinks it a good plan to discuss them later. If you think some such plan is possible, or you are using a plan of this kind, let us hear from you.

On the other hand, if you think it is all bosh, not practical, and will tend to injure employee or employer, write your opinion, too. But do not lose track of the fact that this plan can not be successfully introduced without a cost system, and all arguments must be based on this one thing. For the rest, go as far as you like.

#### A Property Man.

Every theatrical troupe has one very highly important individual, who, next to the "stars," has on his shoulders the burden of the play. He is the man who can make or mar the performance, who can arrange things that will upset the whole of the play, and cause a failure instead of a success. This man is the one who has charge of the visible and material things that are used in the play—he is the "property man." In his care are the thousand and one little things, each one of which is essential to the play. If he does not keep these things in order, have each one at hand at the moment it is needed, and at the very point and place where it should be found, and where it can be found, the play can not go on.

As highly important as the "property man" is to the theatrical business, he is not any more so than is the "property man" to a printing plant. If one man makes it his business to see that every tool and implement, every piece of material is put in its right place, and every article carelessly laid down by some one else is returned to its right place, no more useful person could be found in any

shon.

There are many printers who have been brought up in the old school of printing, who find that they can not keep up with the speed of the younger fellows — and it looks pretty tough for them. They were trained to take care of material — if a type dropped on the floor, to pick it up — to lay the planer face up on the stone — to put quoins away neatly and in order — to keep slugs and leads in their right places — to lay type in cases, not throw it in — and they love the type and machinery.

This is the kind of a man every plant should have as a "property man." His ideas of design and style may not be modern, he may be slow, or a little sharp in tongue over how they used to do it; but put him in charge of the types, furniture and all material with the understanding he is to care for it, keep it in order, see that the type is properly distributed, everything clean and neat, and you'll be on the road to efficiency.

Too many times this work is put in the hands of a youth who thinks only of his weekly wages; who has not worked with the types for years as the old printer has; and who does not know or care that each type can understand and apparently realizes when a hand cares for it with love. These youths slam things around, for they think it a disgrace to care for the "property," wondering when they will ever be put on the case, or set a job from "manuscript."

If you have a printer who is getting slow, and you hate to let him go; if he loves his types and all that goes to making a plant, put him in charge of the material; make him understand that he, next to the foreman, is responsible for it. In a month you will hardly know your plant, or the proofs for lack of "w. f.'s." As a producer of efficiency the "property man" is without a peer.

#### "Crazy Efficiency."

There is a limit to efficiency in man or machine. There is a point at which it reaches its fullest expression and production. To go beyond means disaster. Every problem of efficiency should have "thus far and no farther" for its bounds, but there should be no let-up of effort until the result desired has been reached.

To set too high a speed; to claim in advance of a practical try-out that a machine or man can do a certain maximum amount, is bad judgment. But far worse judgment is taking "spurts" as a standard for average production.

To try to live up to these false standards is simply "crazy efficiency." To calmly say this has been done, or can be done, or should be done, and try to compel its doing, without any idea as to the average accomplishment, and basing an estimate of production on this high mark, without taking average results, is traveling the road that will lead to nowhere.

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It is useless and positively ridiculous to consider "special stunts" or possibilities as standards by which to judge what a man or machine ought to do, and then complain that the workmen are no good because all do not come up to the high mark in individual work, or that the operation of a machine is disappointing. To push every one to the top speed, to force machines to their very limit, and never take into account different conditions, is in every sense "crazy efficiency."

There is an element of efficiency in getting all that is possible from a man or machine, but there is a point that it is better not to overreach. It is far better to make a good, clean average — possibly a lower mark than the one desired — and maintain that average consistently, for such a course leads to a steady advance in production as a whole.

To force the work, without careful study and understanding of the problem of efficiency, is liable to result in a lessened product, because of accidents, delays and mistakes.

Perhaps as good example as any to illustrate this point is to be found in the performance of a folding machine. This machine can be run, and "misses" made without any great injury and few stops. If the machine is speeded up to its full capacity, it grips the paper quickly, and the feeder has very little time to get the sheet in correctly, frequently becomes nervous, and makes many misses, and sheets are fed in such a way that there are many jams. Watching such a machine in operation, perhaps, for fifteen or twenty minutes, and noting that it seems to work smoothly, it might be thought that the machine was producing at its highest efficiency. But it will be discovered that, if the machine had been lowered a little in speed, every sheet could have been brought down to the points and the next sheets follow in steady regularity, so that the product at the end of the day would have been greater at the slower speed than at the higher.

Efficiency is a never-ending study. It should be remembered always that the product is the story, not the noise or hurry or bustle. Don't get mixed on Productive Efficiency and "crazy efficiency."

#### Register Work on Cardboard.

The problem of color-printing on cardboard is a pretty difficult one, especially if the sheets are very large. The principal reason for this is the side guide on the cylinder press. Unless the cardboard is absolutely square (and they say there is no such a thing as a true square) the board either presses against the guide as it is taken from the cylinder, or runs away from it. If the latter, the trouble does not amount to anything, but if the board rubs the guide or buckles as it is taken by the cylinder, perfect register is hard to get, and often necessitates running very slowly.

When printing book-papers this does not do much harm, as the sheet rights itself on the cylinder — but with cardboard it is entirely a different problem.

One investigating pressman had, not long ago, a great deal of trouble along this line, but finally hit upon a plan that gave perfect register, and he was able to increase the speed of his press twenty-five per cent.

The side guide was the regulation-screw-adjustment kind, and the feed-point was held to the feed-board by a

spring. The feed-point could be raised up about an eighth of an inch. The pressman made a contrivance of strong cord and pulleys so that when the front feed guides lifted, they also lifted the side guide, and, if the cardboard was not square, it would run under the side guide and onto the cylinder true and even, without any side pull or buckle. When the point guides lowered, the side guide lowered, too, and the next sheet could be fed.

The apparatus is simple, and any pressman having troubles with cardboard can easily make such an affair on almost any style press, or a good mechanic can figure one out to work with the front guides.

#### A Good Day's Work.

The task accomplished, not the hours worked, tells the story of efficiency. A day's work is the accomplishing of some real positive and vital things. It may be only the planning of the work, or it may be doing the work itself. That the shorter-hour work-day is here, and here to stay, we must all acknowledge, but the shorter working-day must be a day of real work. There is no place in it for other than accomplishing the task. It is work when you work, play when you play.

Before the Civil War the hours of a day's work were long, twelve hours very often being the time used, but they were not twelve hours of work such as we know of to-day. A recent writer, in comparing that time with the present, has written the following:

While the hours were long, it ought to be said that the pace was slow, and operatives had a great deal of leisure compared with what they now have. Machinery was run at slow speed, not having been brought to that stage of perfection which would admit of running it faster. The machinery always needed more or less tinkering, which made breaks and waits that do not now occur.

In those days when there was a breakdown the piece to replace the broken part often had to be made, for that was before the day of interchangeable parts in machine construction. So that when a breakdown occurred (and breakdowns came often) it would sometimes take days to make repairs, which would now be made in a few minutes, or hours at most

Almost none of the mills were equipped with engines. They were almost entirely dependent for power on the old-style breast water-wheel; and since they were dependent on water for power, during the summer months, when the streams were low, there was much broken time.

These conditions could not last; the sudden demand for goods in the hurry of preparing for war made a change in methods. The water-wheel became supplemented by the steam-engine, and a higher pace was struck. But the man could not stand twelve hours of such work — the machinery could work, but the human machine needed rest. The hours were cut down gradually, not without a fight, but it had to come, until we have the eight-hour day. The task accomplished must still be kept up to the standard, or even increased, as wages, too, are increased. The standard wage of \$2 a day became \$3 and \$4, and the work planned to be produced in a shorter time.

From the old hit-and-miss easy method, with time for rest during the working hours, thought was given to accomplishment. This resulted in a demand for efficiency. Many considered "hurry-up" the only efficiency necessary, and it was used with every opportunity. It was the great day for the "bully" foreman and "hurrah boys" methods, until the quiet man saw his skilled workmen playing out, and boys driven to do the work, with the result that the "good old-fashioned" staple product became scarce, and in its place, the shoddy, ill-designed and cheap product was a result; and knowing this was not what the workman could do, the inventive mind discovered what has been called "scientific management." It meant the planning of the task before being touched by the workman, and he once

more came into his own, and the product, under skilled, cool and correct methods, became like the "old-fashioned" article of long ago—something to be proud of. A good day's work is being done, the result of which is a matter of pride, but with the workman at his task shorter hours, and with time to rest. It is work while at work, and good, honest hours of work. It is the modern way, the efficient way.

#### The Machine Man.

There is a favorite line of talk on efficiency that a man is not a machine, and from this theories developed that sound very nice and comforting, but any one who has studied men for any length of time has come to the conclusion that men are machines, and each one adapted for a particular line of work.

A cost system applied to the workrooms of any plant soon shows that one man easily and quickly can do one class of work much more perfectly than another man, the other took it coolly, as a matter of course, and his time was remarkably fast. Then, after a series of questions, the "expert" acknowledged it was hard work for him to set title-pages, but every one praised his work, so he tried doubly hard to get results, and that he would really rather do something else. The new title-page man said it was easy to do, and he liked the work; that he always studied the title-pages of all books he came across and noted their good points, and stored them in his mind because of the love of art from that standpoint.

The cost system brought out the fact that these two men were working on the wrong kind of work; that they were machines doing work that they were not fitted to do, although doing the best they could under the circumstances. When the right work was given them, they could use all their powers correctly.

Yes, there is a machine in every man to do one thing well, and he becomes more efficient by doing this particular



FUN AMONG THE ARTISTS.

Artistes, Poëtes, Musiciens at leurs Amis. Le Cabaret du Homard Pourri, Palette and Chisel Club, Chicago.

although both are supposed to be the same grade of workmen.

In the composing-room, before a cost system was applied, one man was supposed to be "great" on title-pages. Every one thought he was the best man they had. He spent considerable time on the pages, and got up good ones, without a doubt. After the system was installed a rush of work came in and another man was put on several title-pages, and when his time came in the work was done in one-half the time. The display and balance of the pages were just as good, though differing a little in treatment from the "expert." The superintendent of the plant could hardly understand it, but set to studying the men. The "expert" went to work in the hardest possible manner;

work. It may appear hard, and many may ask what is becoming of the old-fashioned "all-around" man. These same men are "all-around" men, at least most of them are, and have a general knowledge of the business; but the point is, they can do one thing just a little bit better than something else, even without special training, and when given the opportunity it rapidly develops—until they are no longer required to do the many things fairly well, but the one thing perfectly, and are entitled to higher wages and do their work with more ease and no loss of energy.

It is the specialist who becomes efficient, in any walk of life, and the specialist is a man who has become a highly developed machine in producing results.



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## Gst and Method



BY R. T. PORTE.

#### Advertising and News.

The line between what is advertising and what is news is not always very distinct, and just where each begins and ends is a matter that is very hard to decide.

We have all heard of the "Press Agent" whose duty it is to "put across" advertising matter in the shape of news, and whose most conspicuous employment has been in the theatrical business. The great (or alleged great) success of these press agents has stirred others who desired publicity, and nearly every line of business has a press agent of some sort or other.

For instance, the dentists are alleged to have a national press agent whose duty it is to prepare articles on the care of the teeth, and slyly add somewhere something about going to the local dentist. Now, there is no good paper but would print an article that was instructive on the care of the teeth, as the subject is of interest to all, and educational—besides being useful, and perhaps a matter of news. But, the idea that it also is a sort of an advertisement for the dentist may not strike you at once—although it can plainly be seen why such an article might bring a customer to the local dentist. However, it is a good thing for the dentist to get this sort of publicity. Maybe it is good for the paper to print the article, but it is advertising just the same.

There are other instances where the press agent has been more or less employed in getting reading-matter into papers that would cost immense sums, and perhaps even refused, that is gladly accepted as reading-matter, because it is clever and its advertising feature covered up, but there just the same.

Take the case of a local dry-goods store. Certain additions are made to the building, and the paper is expected to say something about it as a matter of news. Yet it is advertising.

The local doctor pulls a severe case safely through, and the paper prints it as a matter of news. Yet is it not advertising the doctor?

The local preacher holds a special meeting, or series of meetings. They are written up — but is that not advertising the meeting?

Where are we to begin and end — what is advertising and just what is news?

If the local papers were getting what they were entitled to for the advertising that is really classed as such, it would not be quite so bad, but in most all cases advertising is sold much below actual cost, and then all this free advertising thrown in for good measure.

And nothing has been said about all the "boosting" the local politicians get — often free, or for a little county or city printing — and that, too, done below cost.

There must be a line drawn between advertising and news, and each paper, if it is to be a financial success, must see that real advertising is paid for — and that the price carries an actual profit, not a guess or maybe one.

#### The Typesetting Machine Question.

It would be foolish to say that a one-machine plant is not a success. There are too many of these in existence that are running successfully to disagree in any way with them. One typesetting machine can be run all alone and with one operator with great efficiency and good results to the owner.

There is also no need to tell how handy they are on a medium-sized paper, where in one or two days all the type-setting on the paper can be done, and not the bother of two or three compositors. The typesetting machine has come to stay for the medium-sized country printing-office, and nothing can stop it. It is a great thing; it is almost a necessity in these days, and the printer who has use for one, or sees a possibility for its use, makes no mistake in installing one.

(I want to put that word in a line all by itself, as there is always two sides to every question, and the word "but" is the dividing line right here.)

The printer who puts in such a machine must figure carefully what he is going to save by its installation. It is hard to believe all the literature so gratuitously sent out by the machine dealers. While you can do with less labor than formerly, your investment in the plant is a great deal more. Increase in volume is the main advantage. Just consider these figures:

A machine, say, costs \$1,500. One-half ton of metal at 8 cents, \$80 more; extras, etc., \$20, and motor or gasoline engine, \$50 more, making a total investment of \$1,650. Figuring depreciation at ten per cent - very conservative, as in less than ten years a new invention may wipe out your machine - and interest at six per cent, you have a cost of \$246.25 a year. There are about three hundred working days a year, which makes a cost of 82 cents a day for the machine on these two items alone. Rent, power, insurance, taxes, small repairs, gasoline or gas for heating, and other expenses will average at least \$1 a day more, making a total of \$1.82. In fact, \$2 a day is nearer correct. Now, adding wages, office expenses and many other things, you find it is quite a lump sum each day. You will probably use the machine only three or four days a week, and not over eight actual working hours a day - possibly twenty-four hours a week. The machine standing will cost \$2 a day, or \$12 a week, and using the machine twenty-four hours a week costs 50 cents an hour without labor or office expense being added, to say nothing of your own salary or a profit.

These figures are very low—and, in fact, by actual records should be made much higher—but they would not be believed if given, although no one can dispute them.

The typesetting machine is often a necessity, but it does not lessen your cost. If you are putting in a machine to reduce cost, you are burning your fingers. If you put it in as a necessary adjunct to your plant, you are doing the right thing.

Many INLAND readers who have machines will not agree with this — they'll say it is not so. But — and I use this for

the other side again — not one single printer who has a cost system in a country office will say it is not the truth. These men know what they are talking about. They have the records to prove it, and instead of fairy-tales they have facts and figures.

Put in a machine if it helps to better your paper or solve your labor problem—but not to reduce your cost of doing business, as you will be sadly disappointed—especially if you run a cost system.

#### The Difference Between Knowing and Not Knowing.

It is not always possible or good business policy to raise the price even if you are losing money, when it means a loss of the entire business. Not because it is not right to make the raise in price, and because it must be made, but the right moment and conditions must be so as to make it possible. This is perhaps truer in the country print-shop than elsewhere; but even with these facts, you should know the right price, so that when the right time comes you are ready to strike.

To illustrate this, as well as to show the difference between knowing cost and not knowing, I print with permission a letter received recently from a country printer. The writer of the letter does nearly all his own work with the assistance of one man, and is in a small inland town. He had a fire last spring and failed to keep his hour costs since the fire, although keeping the time records up as before. Prior to the fire he had actual cost records, and intended the first of the year to again keep hour costs, as he sees the importance of such information not only to himself, but to others. The letter, in part, is as follows:

FRIEND PORTE,— . . . When I burned out in the spring I lost all my time sheets, etc., and since that time I have not kept an hour-cost record, but I kept account of the costs up to that time, from the first of September, 1910.

The cost of the four-page, all-home-print paper, 600 copies, averaged \$50 per week. Some weeks it runs more and some weeks less, but would average that much; and that is actual cost—no profit added. To cover this cost I carry eleven columns of ads. at \$2, or \$22; locals or reading notices will run another \$2.50; legals, including commissioners' proceedings, \$18 per week, and receipts from subscription, \$8 a week, making a total of \$50.50. Figuring in everything I possibly can, I am just about playing even on the paper proposition.

On jobwork I am making some money. I am charging \$1.20 per hour for job-press work, composition and stock handling; \$3 per hour for cylinder-press work, and 80 cents per hour for all bindery work. On this work I keep accurate time by the aid of the time sheets, and add thirty-five per

cent profit to the actual cost shown. . .

Before another year rolls around I will increase my advertising rates to 20 cents per inch. Would have done it this year, but times are very hard in this section, and you know how it is in a small town; you almost have to knock a business man down to get him to advertise at all, and if I doubled my advertising rates this year I would lose practically all the advertising I have.

A crop failure was the real cause of not raising prices on advertisements, although the printer is not making a cent on his paper.

What sounds good about this letter is the way the man talks about "knowing." He doesn't have to send in a ratecard and ask if it is too high. He knows his costs, and is going to use the sound business principle of selling his product at a profit, when the time is ripe.

This is clear business judgment, and this man is going to make a success, but it is possible for any printer to do exactly the same, and some day he will have to if he wishes really to prosper.

#### Starting in Business.

Each year sees hundreds of printers who have saved up a little money start up in business. If this department is to be of any value, it must be of service to those ready to start as well as those already in business. What brought this to mind was the following, published under "The Man and the Field," in the January number of The Inland Printer:

SEEKS LOCATION FOR JOB-PRINTING OFFICE.

(1190) Gentleman with about \$1,000 to invest seeks some location where there is an opening for a job-printing office. Practical printer, Western town preferred.

Perhaps few printers will see anything strange in this paragraph, and really think that the man is going at it in a correct way, and The Inland Printer is doing a good thing in printing the notice; that the man will get the location he wants.

If you read the paragraph again you will find this: "Practical printer." But no mention is made of "practical business printer," yet this man is ready to invest \$1,000 of hard-earned money in a business of which no doubt he knows nothing of the cost, and his only experience is as a workman. He does not know bookkeeping, or how to run a cashbook, much less a system for ascertaining cost.

When reading this, I wondered if something practical could not be attempted for men just starting off in business. The Ben Franklin Clubs of many of the cities have secretaries who can not do all the cost-system work they would like to do. If they had one or two helpers, so much more could be done. The thought came that if there were many men with \$1,000 or more ready to invest in a printing-office, what a great thing it would be for them to use \$150 or \$200 of this money to live on for three or four months and work under a secretary. He would get an inside knowledge on cost systems gained but by few — he could have many business points that would be worth thousands of dollars, and with the rest of his money he could start a small plant, put it on an immediate business basis, and from the start avoid all the mistakes so many beginners make.

If there is such a man, who wants to learn about cost systems and business, no doubt every secretary would only be too glad to have him, provided he would do his share.

In no other way could he gain as much knowledge of the printing "business"; in no other way could he so thoroughly learn the necessity of "efficiency"; and in no other way could he learn to avoid the leaks.

The money used would be the very best investment he could make, and undoubtedly be the means of laying the foundation of a fortune.

We have "business" colleges for cashiers, bookkeepers and clerks. Why not "business" training for the man who is about to start out in the printing "business"?

#### An Interesting Question.

The small printer just starting in has some vague idea of how much work he should do in order to make a profit, but he always has the idea in dollars and cents instead of in hours sold. As the thing the printer sells is time, plus paper-stock, ink, etc., there can not be a certain sum set as to the amount of work to do, because the paper-stock varies as to the amount of printing done.

A correspondent anxious to know about what his receipts should be, asks of us this question:

"What should a shop with three Gordons, a composingmachine, etc., turn out in quantity of work and net profit of same?"

It would be a pleasure to say in dollars and cents what this should be, but it is impossible. First, the cost of running such a plant must be obtained, and then can be figured the price and profit. But a general idea may be given as to how many hours must be sold in order to make a plant of this kind pay.

We will go on the supposition that there are twenty-six working days in a month of eight hours each, or 208 hours. In a shop of the kind described there would be one compositor and a two-thirder. The compositor would average about 5 chargeable hours a day, or 130 for the month, 78 being nonchargeable. The boy, who will do considerable distribution and other nonchargeable work, will average about 3½ hours a day or 87 hours a month, making 217 hours that must be sold in the composing-room.

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A typesetting machine, presumably a Linotype, can not be profitably run less than twelve chargeable hours a day, cr two shifts of eight hours each, two hours of each shift being nonchargeable, which is about a fair average. The machine must work 312 hours a month to be profitable.

The average job press does not run over fifty per cent chargeable time, or four hours a day, making 104 hours for each of the three presses, or 312 hours all told.

In the bindery you will have to sell at least five hours a day, for tabbing, perforating, folding and other work, or 130 hours for the month.

Paper-cutting and handling should average two hours a day, or 52 hours a month.

To summarize, a shop of the kind mentioned, to be profitable, must sell hours as follows, monthly:

				Hours.
Composition		 	 	217
Linotype		 	 	312
Job press		 	 	312
Bindery work		 	 	130
Cutting and tri	mming	 	 	52

Taking the average cost per hour for each of these departments, which is as follows: Composition, \$1.20; Linotype, \$1.50; job press, 75 cents; bindery work, 60 cents; cutting and trimming, \$1; the cost of your departments will be as follows:

Composition																	.\$	262.40
Linotype																		468.00
Job press											٠			٠				234.00
Bindery															*			78.00
Cutting and	tri	mı	mi	n	g.													52.00

Your profit on this should not be less than twenty-five per cent on the average, or \$273.60. This, of course, does not take into account paper-stock, ink, electros, or other merchandise.

These are as low figures as you can possibly get to, and, in fact, many will say they are much too low, but they are on the conservative side, and, unless you can get enough work for your plant to keep it busy according to the hours given for each department, you can not make money in the printing business.

You will have difficulty in keeping your costs down to the figures given for a small plant, and the average is somewhat higher; but if you trim your expenses, and keep the plant busy, you can make it, but not otherwise.

#### "Legals."

It is with some hesitancy that I write anything under the above heading. Not that I haven't anything to say but the trouble is that I may say something too strong for publication.

If there is any one part of the country paper that should be done at a profit it is the printing of "legal" notices, proceedings, annual financial reports, and all other advertisements that are required by law. Here is one thing that must be printed, and the insane idea that there should be a "cut" price in this seems to be beyond reasonable comprehension. Printers have been called by bad enough names, but I don't know of a single one of them that is bad enough for the man who "cuts the price" on "legal" notices. Every price made by law is only a fair one, not by any means high. In fact, the printers of one State, after cost systems had been applied to their newspapers, found the rates too low and a move was made to raise the price, and the legislature promptly did it. It was a sensible move, and along right business lines.

Those who have "legal" notices printed can in most cases afford to pay the right price. They are not objects of charity, and there is not any argument for a cut price.

There are just so many of these notices to be printed—
a bargain price will not induce more of them—and it is
better to charge the full price and print fewer than cut the
price and lose money on every single one that is printed.

Movements are on foot in many sections of the country to stop rebating and lowering the price on legals, and the work should be vigorously pushed. Editorial associations, Ben Franklin Clubs, all printers' organizations should adopt in their "code of ethics" a paragraph on this important matter.

I could write two pages in The Inland Printer on this subject, and then not tell all, but it is hoped that this short squib will awaken the conscience of some printer who has been making a low price on legals, and if there are others in his community, may they get together and agree to stop the practice. The law allows you a fair price, and for heaven's sake get it!

#### CHICAGO CONCERN BANQUETS EMPLOYEES.

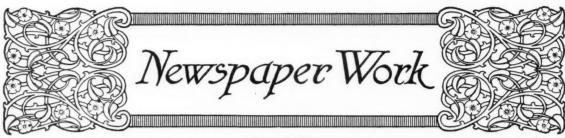
The Review Printing & Embossing Company, of Chicago, on March 2 gave a banquet to its employees. Harry M. Tolles, of the Sheldon School of Business Building, who was among the guests of honor, paid a high compliment to the company, declaring that "with its able management and efficient corps of workers, it is destined to become the best house of its line in the West." H. C. Trow, editor of text-books of the American School of Correspondence, also a guest of honor, said that it was the experience of his institution that, in purchasing large quantities of printed matter, the service of the Review company was so good that "they had learned to depend upon it in all emergencies, and that it had never failed to deliver satisfactory goods at the time specified in the order."

The Review Printing & Embossing Company has just completed a year under the new management of A. B. Rice and H. L. Schmidt, and these gentlemen are receiving many congratulations on the high quality of the company's products.

This was the initial banquet given by the concern in honor of its employees, but it will be made an annual affair hereafter.

#### WILLIAM M. NELIS REJOINS LINOTYPE COMPANY.

William M. Nelis, secretary of the Ben Franklin Club of St. Louis, has accepted a very attractive offer from the Mergenthaler Linotype Company to return to that concern and resume his former position with them. Mr. Nelis tendered his resignation to the Ben Franklin Club, which took effect March 15. During his short stay in St. Louis he made many friends and will have the pleasure of renewing the acquaintances made by calling upon the St. Louis printers in the interest of the Mergenthaler Linotype Company.



BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago.

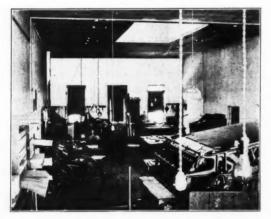
If criticism is desired, a specific request must be made by letter or postal card.

#### Ad. - setting Contest No. 33.

When THE INLAND PRINTER'S Ad.-setting Contest No. 33 closed there had been 338 ads, submitted by 228 contestants, making this the most successful of the ad.-setting contests which have been conducted in this department at regular intervals for the past sixteen years. Each contestant was required to furnish two hundred printed slips of his ad., so that it was possible to make up just two hundred sets of all the 338 ads. submitted. This was not enough to furnish each contestant with a complete set, however, and it was necessary to disappoint the twentyeight who were the last to enter their specimens. The stamps which these last compositors sent were promptly returned to them, and all others were sent their sets of ads. as soon as the work of assembling them could be completed. On account of the unexpectedly large number of entries this work took longer than was estimated. It was necessary to number 67,600 separate slips, and to handle this large number a second time in making up the sets. These were sent out soon after March 1, and it is expected that the vote of the contestants will be completed in ample time to secure the photographs of the successful contestants and publish the complete result in THE INLAND PRINTER for May.

#### Good Work in a Country Office.

An interior view of the office of the Hamburg (Iowa) Republican is shown on this page. In this office is produced a very neat six-column, eight-page weekly. It is



Part of interior of the Republican office, Hamburg, Iowa.

filled full of news, is carefully made up, and the ads. are of the best. E. A. Webb is the only printer employed, and he handles not only the paper but also the jobwork, with the assistance of but one girl. The paper is all home print, but uses some ten-point plate matter to match the body type, which is much better than filling in a ten-point paper with

#### THE HAMBURG REPUBLICAN.

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First page of the Hamburg Republican, Hamburg, Iowa.

eight-point plate. A first page of the *Republican* is reproduced, as it shows how nicely news matters are handled, even the shorter items having attractive headings.

#### Born Again After Twenty-five Years.

It is seldom that what is practically a new paper can legitimately place at the top of its first issue, "Volume VIII, No. 1," but that is what the Franklin Journal, Farmington, Maine, did on February 10. A little more than twenty-five years ago, on October 30, 1886, a sheet of paper, 11 by 16 inches, printed on one side, was the last issue of the Franklin Journal. This was the week following a big fire in Farmington which destroyed the property. Harry P. White, its editor, was not reconciled to his complete loss, and although twenty-five years have passed he has at last realized his hope and the Journal is reborn. It is an attractive seven-column quarto, and starts with good prospects for being a decided success.

#### Requests Another Rate-card.

Last month we published a rate-card for the *Tidewater News*, Franklin, Virginia. The *News* is now an eight-column paper, but in accordance with the suggestion made last month, Paul Scarborough, the publisher, is to change it to a seven-column page and asks for a card suitable for this size for a circulation of 1,670. The proper rate for a seven-column paper of this circulation would be as follows:

	1 wk.	2 wks.	3 wks.	1 mo.	3 mos.	6 mos.	1 year.
1 inch	80.45	\$0.80	\$1.15	\$1.55	\$4.05	\$6.95	\$11.50
2 inches	.80	1.55	2.20	2.75	6.95	11.50	19.25
3 "	1.15	2.20	3.05	3.80	9.30	15.50	26.00
4 4	1.55	2.75	3.80	4.70	11.50	19.25	32.00
5 4	1.90	3.35	4.50	5.65	13.50	22.50	38.0
6 4	2.20	3.80	5.20	6.55	15.50	26.00	43.0
8 4	2.75	4.70	6.55	8.05	19.25	32.00	53.00
0 "	3.35	5.65	7.70	9.50	22.50	38.00	62.00
03 "	3.50	6.00	8.10	10.00	23.50	40.00	65.0
11 "	6.00	10.00	13.50	16.75	40.00	65.00	105.0

This rate may be a little high for the location; if so, the following should apply:

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		1 wk.	2 wks.	3 wks.	1 mo.	3 mos.	6 mos.	1 year
1 in	ch	\$0.40	\$0.70	\$1.05	\$1.35	\$3.55	\$6.10	\$10.2
2 in	ches	.70	1.35	1.95	2.45	6.10	10.25	16.73
3	4	1.05	1.95	2.70	3.35	8.15	13.50	22.0
4	4	1.35	2.45	3.35	4.15	10.25	16.75	27.0
5	4	1.70	2.95	3.95	4.95	12.00	19.50	32.0
6	4	1.95	3.35	4.55	5.75	13.50	22.00	36.0
8	4	2.45	4.15	5.75	7.05	16.75	27.00	45.0
5 6 8 0	4	2.95	4.95	6.75	8.35	19.50	32.00	53.0
04	4	3.10	5.25	7.10	8.80	20.50	34.00	55.0
11	4	5.25	8.80	11.75	14.50	34.00	55.00	90.0

Mr. Scarborough further asks, "Please give me also the correct discount for electrotyped ads." There should be no discount for electrotyped ads. Every publisher knows the amount of work necessary to handle electrotypes on the press, particularly if they are mounted on wood, as nearly all of them are. Not only this, but if they are originally of the proper width it is necessary when they are used a second time to plane down the sides on account of swelling, and if they are made a little narrow to allow for this, then it is necessary to justify on each side with leads. If a discount is given it must be purely an arbitrary one of possibly five per cent or ten per cent, but such a discount can not be based on any saving to the publisher.

#### Good Way to Show a Circulation Statement.

Exact figures of circulation is what advertisers are demanding these days, and the paper which shows these figures in the clearest and most attractive way has a dis-

> GOOD RECORD OF A GOOD NEWSPAPER

Reproduced from the cover of the circulation statement of the Schenectady Gazette. The original printed in red, on light-brown cover-stock.

tinct advantage. The Schenectady (N. Y.) Gazette issued just the right kind of statement the first of the year, and it is shown herewith. This is not particularly different

from many similar statements, except that it was printed on a specially ruled sheet, and has the figures in typewriter type, which is not only neat for the purpose but easily read. This sheet was enclosed in an attractive little folder, con-



Reproduced from the circulation statement of the Schenectady Gazette,
Original printed on bond paper, and folded in cover.

taining other important information for prospective advertisers regarding the *Gazette*, and on the first page was the title, "Good Record of a Good Newspaper in 1911."

#### Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Zenda (Kan.) Citizen.— This five-column quarto is published by a lad only nineteen years of age, and is a very creditable paper. Use a little more ink and see that it is properly distributed, and your greatest difficulty will be overcome.

Bay of Islands (N. F.) Western Star.— There is a marked improvement in your paper since it was last criticized. The ads. are much better than they were, and the presswork is also improved. A little more ink would help, and you should avoid using too many faces of type in a single ad., and do not try to display too much.

Grandville (Mich.) Star.—The issue of your paper sent for criticism was so badly crowded that there was little room for news-matter on the home-print pages. The page of automobile ads. was nicely arranged and displayed. You are evidently having some trouble with your new column-rules working up and cutting through the paper. This can be overcome by running a strip of thin cardboard or manila paper along the side of the offending rules for one or two issues until they become accustomed to keeping their proper places.

Mascoutah (III.) Anzeiger.— Your ads. show good judgment, but you should avoid using a shaded letter in a newspaper such as that in the ad. of Roediger Brothers & Co. The make-up is good, and the only difficulty seems to be with the presswork. Use a little more ink, and where a column-rule fails to show up because it is worn, this can be overcome by laying it on its side and tapping it with a sharp steel instrument near the bottom; this will raise the rule slightly, and if done with proper care will be found very effective.

#### A Subscription Bargain Week.

For just one week the Osceola (Iowa) Democrat made a big bargain subscription offer, accepting new and extended subscriptions at half rate, or 50 cents. This was announced two weeks in advance with a full-page ad. and a line across the top of the first page in thirty-six-point gothic, printed in red ink, "\$1 Bills for 50 Cents. See Inside Page." The ad. gave the dates between which subscriptions would be received at this price, and stated, "We positively will not accept a bargain-price subscription before or after that time." This announcement was signed

by E. T. Wall, editor and publisher of the *Democrat*, who said that the object of this big bargain week was as follows: Having announced his candidacy for Congress, the editor and publisher of the *Democrat* is very anxious to materially increase the number of the paper's readers, so that as large a number of the people of the county as possible may have a chance to know how he stands on the issues of the day."

#### Rapid and Good Ad. Composition.

In The Inland Printer for February two ads. were reproduced, as set by W. Ellis Speer, of the Greensboro (S. C.) Daily News, together with a statement as to the

WHITE SALE

WHOSE IN UNDER WE AR

This Sale larging resemes by a showing of New Mada Culamon, New Journal of Printing, New 7 to 19 and 19 and

No. 1.

amount of time consumed in the composition. This statement was questioned by a number of compositors on one of Boston's dailies and Mr. Speer was asked to verify the figures. His letter follows:

Mr. O. F. Byxbee, Chicago, Illinois:

DEAR SIE,— Replying to your inquiry of February 21, would like to state that the time given by you in The Inland Printer was correct.

When I set the ads. in question I thought that I handled them in a very short time, and when I got through work I got a copy of the paper and wrote on the margin the time I took to set the ads.—not only the two that were reproduced, but every one of the batch I sent you was handled in this way.

The Boston compositors sent me a copy of the letter they sent you. I am willing to make affidavit that I set all the ads. that have been reproduced in The Inland Printer in the time stated in each instance.

I am not quite twenty-three years old, got my card at age of seventeen, and for the past five years have made a special study of rapid ad. composition, trying to make every movement count. The thought that I was succeeding was the reason that I first sent ads. to you to be criticized. I have held regular situations in five different shops in this State, and can set at least a third more ads. on the Daily News than any shop I ever worked in. Everything is handy here — plenty of leads, slugs and rules, and they are all kept straight and distributed clean — is the main thing that helps me in speed.

If there is anything else I can tell you, or any way in which I can assist you, I am at your service.

Yours truly,

W. Ellis Speer.

This question of rapid ad. composition, as well as good composition, is being discussed more and more. The compositor who can not only set a well-displayed ad., but set it in quick time, is the one who is most eagerly sought, and the one who can command the largest salary. Among the ads. received this month is another in which the question of time is raised. Dot Martin, of the Eagle Pass (Tex.)

# Notice to the Farmers of the Rule Country

For a limited time we will give you three sacks of meal, 1000 lbs, hulls and 25 lbs. c. s. linters for one bale of seed, basis 1000 lbs., or for one ton of cotton seed we will give you 2000 lbs. hulls, 600 lbs. meal and 50 lbs. c. s. linters. So cotton seed is your own production and it is to your interest to get all you can out of them, and the way to do this is to make a home market for the product. If Germany and France can afford to ship c. s. meal across the great waters, we certainly can afford to use it at home. So Bring your cotton seed and get what meal and hulls you need while the mill is running, for our exchange rate will be off when the mill closes down.

### The Rule Cotton Oil Company

W. A. EARNEST, Mgr.

RULE, TEXAS

No. 2.

Guide, sends the full-page ad., reproduced (No. 1), stating that fourteen hours were consumed in its composition, and asks if this was too much. It depends on the copy. A compositor would be able to take this reprint copy, and, with

### A New Coal and Grain Store

This is to announce that we have opened a coal and grain store in the J. E. Raines building, and we cordially invite a share of your patronage, promising to give you entire satisfaction on all goods bought of us, also to

#### MAKE THE PRICES RIGHT

Our Feed Stuff, Hay, Coal, Etc. has arrived and is being sold like hot cakes at that meet hard times on half way grounds. Soliciting the favors of your commands, we are ... Respectfully,

### D. H. Head & Co.

RAINES BUILDING

RULE TEXAS

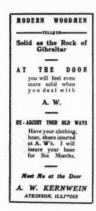
plenty of material at hand, set it in considerably less time; but with manuscript copy, not definitely laid out, and with a shortage of material, which often occurs in small offices, fourteen hours would be easily used in its composition. With the exception of the one line, "White Sale," which might have been in a less condensed and more prominent letter, the ad. is very nicely displayed and perfectly balanced. Among the other ads. received is a package of very

on



No. 4.

nicely displayed work from M. L. Moody, of the Rule (Tex.) Review. Nos. 2 and 3 are samples of Mr. Moody's smaller ads., and are excellent specimens of correctly balanced display. The border on these ads. is used extensively on the Review, both in six and twelve point, and shows to good advantage, as it avoids the necessity of a perfect joint at the corners. No. 4 is one of several ads. sent by O. A. Thompson, of the Ottawa (Kan.) Herald. This shows how an extra display line may be worked in very nicely at the side. P. D. Crew, of Creighton, Nebraska, sent a large ad., but as it is printed on yellow paper it can



No. 5

not be readily reproduced. This is attractively displayed, but the rule is too heavy—six-point would have been better. No. 5 is an ad. which was sent, together with the original copy, by Arthur Williams, of Geneseo, Illinois. Mr. Williams was puzzled as to how to display this, and no wonder. The ad. is not intelligently written, and for this reason it was difficult to know what should be displayed most prominently. As "At the Door" is apparently what the advertiser is accustomed to featuring, perhaps this should have been given the greatest prominence. As the ad. now appears, nothing stands out, and there is a sameness in the size of display all through. One good strong line would have relieved this.

#### A Youthful Typo on a Firm Foundation.

The photograph shown herewith is of Ralph Wendall Coffelt, a lad one year of age, son of R. M. Coffelt, of the Junction City (Kan.) Republic. Readers of THE INLAND PRINTER will readily recognize the firm foundation upon



ON A GOOD FOUNDATION.

Ralph Wendall Coffelt, son of R. H. Coffelt, of the Republic,
Junction City, Kan.

which Mr. Coffelt has placed his son; with such an early start we trust he will grow into one of the shining lights of the art.

#### INLAND PRINTER SERVICE.

The following letter is indicative of the work THE INLAND PRINTER is doing in aiding the trade:

ALBEMARLE, NORTH CAROLINA, January 30, 1912.

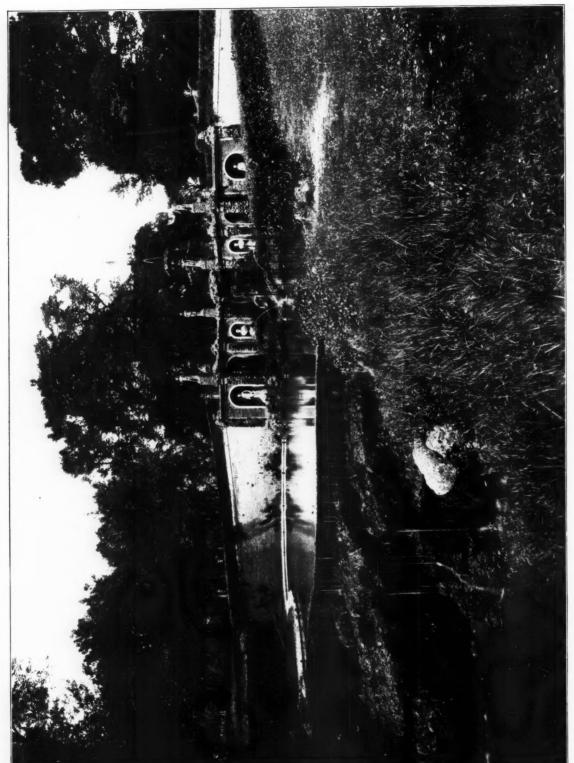
The Inland Printer, Chicago, Illinois:

GENTLEMEN,—I am slow in acknowledging your esteemed favor and valued kindness of December 19, 1911, in which you gave me instructions as to how to overcome difficulty with my Babcock press, but it was only a few days ago that I was able to carry out your instructions. In doing so, I want to express to you my sincere thanks for pointing me to a way to overcome the difficulty. While I had practically followed the course outlined by you in previous attempts, yet some important details were omitted in all, and your directions were so plainly given that a novice could not err in trying them out.

In this connection, please allow me to thank The Inland Printer for the previous favor in directions to make adjustments on Linotype. I had no trouble in following directions, and now get only minute trimmings from back of slug, whereas before it was quite a large shaving.

Again thanking you for these favors, and extending best wishes to The Inland Printer, I am, Sincerely yours, J. D. Bivins.

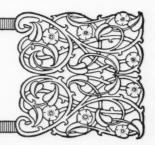
A CHICAGO policeman was hunting through the telephone book: "I'll be dammed if I can find the Knickerbocker Ice Company's number," said he. "I've looked through the N's twice."



A ROMAN GARDEN.



### Machine Composition



BY JOHN S THOMPSON

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

#### Testing Linotype Metal.

The business manager of a Western daily newspaper writes as follows: "We have been having a great deal of trouble with our metal, both stereotype and linotype. The usual method, in a case of this kind, is to submit a sample to some metal concern, and, on its recommendation, to purchase a toning metal. I have done this, sometimes with success; but on a recent occasion of this kind, I insisted that the metal house give me the analysis of the metal sample submitted to it, only to find out that no real chemical analysis had been made. The metal concern had simply looked at the metal and guessed what was the matter with it. Can you tell me the name of a concern where I could submit a sample of our metal and get a true analysis?"

Answer.— You can have a quantitative analysis made by sending by express a small pig of the metal to Mariner & Hoskins, 111 West Monroe street, Chicago, who will test it and furnish you the percentage of each metal used in the sample. The cost will be \$3 for each metal involved; about \$9 in all. No metal concern will furnish you a quantitative analysis of the sample you furnish them, because it is quite unnecessary. Metal men are sufficiently informed by the appearance of the grain of a fracture of a pig of metal and by other tests to tell just about its condition; hence it is unnecessary to analyze it.

#### Second-elevator Transfer.

The following is from a Michigan operator: "I am having trouble in the second-elevator transfer. The transfer finger starts and gets past the lug on first elevator or, rather, intermeshes with same, and, of course, spaceband shifter is just about at entrance of box when it stops, and if I am quick enough I can catch it and save a slam, otherwise it goes over hard. Now I have thought of all kinds of things, but none of them helps except one. The lug intermeshes all right, the pawl in transfer head is in line or rather head is in line with second elevator, and matrices transfer readily enough by hand, even when they stick as I have mentioned. Have examined spacebands and matrices and thrown out bad ones, and still it goes on. The transfer finger is not bent, and all seems to work smoothly and does so on any other length of line. There is nothing on cam to stop the transfer, and elevator seems to rise high enough, and everything that I know ought to be is as it should be, but I am unable to account for it. I tightened up spring of transfer slide some, too."

Answer.— The binding you refer to in the transfer of a line may come from two causes — namely: guide block on first-elevator back jaw binding in the transfer-slide guide block, or the knife-wiper interfering with the upstroke of the elevator. To ascertain which is at fault you should test it out. To do this, lock the spaceband shifter

and start the machine. When it stops, unlock the spaceband shifter and allow it to move slowly while observing how the guide blocks on the transfer slide and the first elevator pass. At this position you can determine where it binds. It is possible that the elevator guide block is not straight with edge of jaw, or it may be that the knifewiper at times binds on metal in the vise frame and prevents its free movement. Clean the metal from around the bar and put in some oiled cotton waste and see that it works freely.

#### Matrices Damaged.

A Texas operator writes: "I read with much interest and profit your department in THE INLAND PRINTER, and apply as nearly as possible your suggestions to 'troubles of my own.' But I'm up against a proposition which has me 'beat,' and for which I have never been able to find any suggestion of a remedy. (1) I am enclosing a matrix. As you will note, the lower ear on the face of matrix is worn much shorter than it should be. It is practically a new matrix, in use only about two or three months. This worn ear causes matrix at entrance of magazine to turn or fall crosswise in channel and causes much distributor stoppage. I have investigated both escapement and magazine entrance and fail to find anything to cause this wear on matrix ear. What would you suggest? It is rather an expensive proposition, as it puts a lot of matrices on the bum in a short time. Lower-case e, t, a, o, i, n, s, r, l, c and v are affected this way, and some others I do not now recall. (2) Does it injure a mold to take it apart and polish the inside or back with very fine emery-paper or cloth? I do this sometimes when I have trouble with slugs sticking in mold and find it helps the trouble. Machine is a Model No. 3."

Answer .- (1) The matrix lower ear shows that it has been subjected to pressure, possibly by the mold. As you state many of your matrices are in like condition, we think there is some point causing wear on the ears that has been overlooked. We suggest that you take a micrometer and set it for .735 inch and try all of the first-channel matrices, as well as several other channels of matrices. Note if the lower ears pass through. The idea is to see if the wear is uniform. If they appear alike, it suggests that the wear is due to some point of contact during passage through machine. If this is the case, you must set to work and examine every place of contact of this ear on its way from the magazine until it leaves the distributor. But if you find that some of these characters are showing a wide difference, it suggests - as we stated at the opening of our answer - that the matrix was bruised by the mold, in which case it may be that the vise automatic is not in order, or else the operator forgets occasionally to connect the moldslide handle before he starts the machine. This latter cause is quite common, and effects such damage. (2) We

would advise that the mold be not polished with emery in any form. Put blue ointment on it and leave it over night. Then, after cleaning it, put crocus powder on it and rub with the finger-tips. This will polish without harm to the edge of the mold. Slugs will not stick in the mold if the liners are not sprung and your slug is kept solid, and the clutch is kept in order. To keep slugs solid, clean plunger daily, keeping the grooves well open. Have a can of tallow and graphite in which to dip the plunger before putting it in the well. Clean the cross-vents with a pointed instrument daily, and once a week put a small lump of tallow mixed with equal amounts of graphite into the well. This will insure free action of the plunger.

#### Ears of Matrices Damaged.

A New Mexico operator writes: "I take THE INLAND PRINTER and read the Machine Composition department, and as I am in a little trouble I write you for information. (1) I am sending you two matrices on which you will observe the lower back ears are mashed on the corner. On page 208, paragraph 12, of your book it says this corner can be sheared off by duplex rail in first elevator. This may be the trouble. If so, how can it be prevented? But the matrix looks to me as if it had received a blow, as you will notice the corner is mashed out, leaving a bur on each side. The lower-case 't' matrix enclosed is a new one (had to order a lot of sorts), and has been used only a short time. The lower-case 'e' is an older one, and the bur formed on the corner has been filed off several times so that it would run in magazine. This is a good one compared with some others. I am having to order sorts now, but don't like to put them on machine until I find where the trouble is. I do not think the trouble is caused by striking the front of machine as the matrix falls, because it is done too rapidly and evidently gets a much harder blow than that. I have a Model 5 low-base machine, and this is the first serious trouble I have had with it. The two steel blocks (D-583) that trip the duplex rail seem to be worn a little, and I am ordering new ones. Also the duplex-rail levers (E-379). While they do not seem to be worn, the one on the right side seems to project further than the other, but when elevator is up the rail is drawn back flush and matrices seem to drop to transfer position all right. I am also ordering E-379. The lock-up seems to be all right, but this ear could not be mashed in lock-up, as it is on back side. Any information you can give me about this matrix trouble will be appreciated. (2) I think my molddisk goes forward too far, binding the matrices so that spacebands will not drive up (especially in long line). Now this is to be regulated by the eccentric pin. On page 67 of your book you say, 'To slacken the pressure, raise the lever a trifle.' Now the lever on my machine stands almost or quite straight up; now if I want to bring the mold-wheel back from the matrices shall I push the lever forward toward front of machine or pull it back?"

Answer.—(1) In our opinion the bruises on the matrices, especially on the lower front ear of the "e," are not caused by the duplex rail in the first elevator. We believe the trouble is caused by the striking of the matrix on the upper edge of the lower-assembler glass. Remove it and observe its upper edge. Should the glass be found chipped or rough on the edge a new one should be installed at once. Possibly the upper glass, or the assembler-entrance cover, as the case may be, is loose at the lower end, which allows the upper edge of the lower glass to be exposed, which affects all lower-case matrices, notably those dropping vertically. We base our conclusions on the appear-

ance of the bruise on the lower ear, and a somewhat modified defect on the ear above it. If you care to test the contact of matrices with the upper edge of glass, remove it and ink it with a proving roller. Replace the glass and release a number of lower-case "e's." Then remove the glass and examine its edge. Also examine the lower and upper front ears for ink-marks. (2) Do not change the lock-up of the mold unless a test shows that it is locking too tight. Test as follows: Close vise-jaw. Pull controlling lever, and when the elevator descends, push the lever back. machine when stopped should leave the mold-disk about to move on the locking stud. Raise the first elevator a trifle and insert a double fold of print-paper about one inch wide between the left jaw and the mold. Draw out the controlling lever again and when the disk advances on the studs push back the lever. The mold will now be touching the paper strip. Lift the elevator and block it up to make an examination of the space; then try the paper and note if it is held by the pressure from the mold. If it is bound in this position you will probably have to manipulate the eccentric pin-lever until the pressure of the mold is lessened. Loosen lock-nut on the pin and move the lever until the paper is free from mold pressure; then set the lock-nut or set-screw, as the case may be.

#### Linotype Adjustments.

A Wisconsin operator writes: "(1) We have an old burner (gasoline) without a mouthpiece burner, and it tries my patience awfully. I cleaned it when I first came and it worked a little for a while. I cleaned it again recently, but it went bad again in a day or so. If I should get a new burner, with mouthpiece burner, would it be much of a job to put it on? I am afraid to tackle it. The crucible does not seem to be packed right now for a new burner; it's all packed up tight around the mouthpiece. I would not even know what kind of asbestos to use, and the instructions in the book do not seem to tell me enough about it. Would like very much to make the change, but am afraid of it. The crucible is cracked, a little to the outside of center, and when heating up (with the metal dipped low the night before), the metal leaks through the bottom and falls on the burner and causes trouble. It finally plugs up the holes in the burner that feed the flame to the mouthpiece, and then, if I do not run the foot of the slug hollow, the mouthpiece pulls away from the slug hard and the pot hangs and then goes back to the cam with a bang. Then it takes twenty to twenty-five minutes to heat it up. The metal in the pot gets too hot before the mouthpiece is hot, and after I have run a short time, look out for a squirt! Can you advise any way to close up that crack? There are two old crucibles in the shop now that were ruined in the same manner. A boy lights up in the morning, and when he's late he gives her too much heat to start and the crucible has to suffer. (2) They have never been able to get a good face on a slug here. I thought perhaps the throat was dirty. Can it be cleaned without knocking out the mouthpiece? There is a throat-cleaner here, a jagged-edge, saw-like piece of steel, curved, with a wooden handle, but I don't know how to use it. (3) I have no micrometer, but find that the slugs are low on the starting side (the left side as you hold the face toward you with the ribs up). It has been so always, from all reports. I can not see what should cause this. (4) I have used a metal-reducing powder, about what the point of a large jack-knife would hold, to reduce the dross in the pot. You see, we have an old butcher's kettle outside in which to melt up the dross, and it's too cold to allow us to heat it now, and with all the dirt I get in

shavings off the floor, and dirty slugs, I can't afford to pile up good metal in dross until spring. Now, I don't know what this reducer is made of and am afraid it might be injurious to the life of the metal, using it that way. I can't use oil because I have no vent-pipe, and the fumes are bad enough as it is. Is it all right to use the reducer in the pot, and how would it be to run a vent-pipe to the chimney? Would the draft be too strong if connected to the pot direct? (5) I figured that ordinary vaselin was good for the roller bearings of the pot-lever, but find it running out. If you think they will run dry perhaps you know of a good hard oil. (6) Sometimes the plunger-rod gets to rubbing on the pot on the inside of the machine. Can I move the pot over a trifle or shall I file a little of the shell of the pot? At present I give the plunger a twist and it stops binding for a while. (7) Here's an important one: At the time the slug is passing through the knives it often snaps and shoots out on the floor, and when that trouble is occurring I can look for the knife-wiper to hang an instant at its up-stroke and then go down with a snap. I have looked my head off, but can't locate the trouble. There seems to be trouble in the two places, because they do not always seem to happen at the same time. It will act like that for twenty-five or thirty slugs, off and on, and then behave for an hour. (8) The keyboard and distributor are very slow. The keybars are weighted with a loose rod that runs across the back of the keyboard. When I run seven lines a minute to speed the keyboard a bit, the distributor will not work. The matrices seem to be carried a trifle too far and clog in the entrance. At normal speed it takes twenty-five to thirty seconds for an em dash to travel the length of the distributor bar. (9) I can't tighten the right-hand vise clamp when I close the vise, without binding the vise-jaw in some way, so that the pump-stop will not work freely. I am obliged to leave it loose and watch it, so it will not let the vise fly open. (10) I have the knife-block set so it will trim all but eight-point nicely, but on eight-point it will not eject. I have to set a little low. Suppose it would be all right to file that notch out a bit?"

Answer .- (1) If you order a new burner you should have no trouble installing it. But if the pot leaks, a new burner will give as much trouble as an old one. Fix the pot first, or order a new crucible. The asbestos can be bought from the Mergenthaler Company in five-pound packages. It is rather doubtful whether the pot needs packing. (2) You should have sent a slug so we could see the face, as we can not tell what the trouble is from your description. It is not likely that the throat is at fault; probably the jets are closed. Clean them every day - also the cross-vents. The tool is for cleaning the throat of the pot. To use it, the mouthpiece must be removed. (3) If the slug is low it means the back trimming-knife needs resetting. You should have a micrometer to do this, and a back mold-wiper to keep the mold clean. It should be cleaned daily. (4) Use mutton tallow once a week in the pot the last thing when the run is finished. The smoke will do no harm. It cleans the metal and will not harm it. Save the dust that is recovered from the surface and deposit it carefully in a tight box, as it is poisonous. Melt it in the large kettle or sell it to a junkman. Do not skim off bright metal - only the dust. You do not need a chimney for the pot. (5) Use tallow and graphite instead of vaselin for roller bearings. (6) Cut the pot-cover enough to allow the plunger a clearance. (7) Remove metal around the knifewiper bar and insert oiled waste and see that the wiper works freely in its guides. (8) The loose rod on back of the keyboard keybars is not a weight, and it should not be loose. The screws on each end should be tight and the rod

set so as to allow full stroke of the bars. Oil the distributorscrew bearings and the pulley cup and bearing; use the
oil sparingly here, as it may get on the thread of the screws.
(9) The right and left vise-locking screw should always be
tight. Examine and find why the trouble occurs. We can
not even guess why it happens as you describe, as it is so
unusual. Examine it closely. (10) It is permissible to set
the knife so as to trim the slug less, but do not file the notch
for the pawl so as to lower the handle farther—this is
not a mechanical way of doing things. Set the adjusting
screws. To do this you should have a micrometer to verify
the changes made.

#### Slugs Are Not Solid.

A New Jersey operator writes: "(1) I am enclosing a matrix which is damaged on the front lower lug. I can not trace the cause, so come to you for help. (2) In changing from an eight-point slug thirteen ems wide to a fourteenpoint slug thirteen ems wide, or greater, I have trouble in keeping my metal right. I can't get a good, solid slug and at the same time keep the face good. I have tried various stunts, but with only partial success. (3) Is there a tool made for removing mouthpieces other than the ordinary drift? I have heard that there is. If so, can you tell me where I can procure one, and the cost?"

Answer .- (1) We have examined matrix, but are unable to tell you what damaged the ear. We have never before known of one bruised in that way. (2) In regard to your inability to secure a solid fourteen-point slug thirteen ems wide, we are not surprised, for we believe it to be a very difficult task to perform, as well as unnecessary. The reason is that the mold remains heated, owing to the large volume of metal used and the rapidity of the casting due to the narrow measure. It would be time and labor wasted to try and get as solid a slug on this body as on the smaller bodies, like seven or eight point. You can no doubt improve the body to some extent by cutting auxiliary jets and cross-vents, and this without removing the mouthpiece. If you take the following procedure you may be able to produce a more solid slug, but not as solid as an eight-point body: Order a new plunger. Clean the well, then put in tallow and graphite. Mark the mouthpiece with a pointed instrument, then take a prick punch and mark each place where a new jet is to be drilled. Take a No. 50 drill, which is .070 inch in diameter, and drill through the mouthpiece where marked. Then take the heavy blade of a pocket-knife and cut a cross-vent downward from each of the original jets, using a light hammer with which to drive. The surface of the mouthpiece will be slightly rough after this operation. Take the ridges off with a fine file. Reduce the temperature a trifle by turning down burner under the pot. Do not touch mouthpiece burner, but allow it to burn with full flame. (3) There is a tool called "pot-mouth extractor" that was formerly listed in the book of parts as A 152. It does not now appear and we suppose it is no longer made. As mouthpieces can be removed without it, we can see no reason for its use now.

#### Spongy Slugs and Vise Automatic Stop Adjustment.

A correspondent writes: "(1) Am having trouble with stuck slugs. I send two under separate cover; the stuck one followed the good one. The conditions seem all right to me. Plunger works easily but not too loose; holes in well open; vents open; just had the knives ground. By putting mold polish in the mold several times daily I keep a-going. There is quite a jar when ejector hits slug, which I ascribe to wear in the track of cam which pushes mold-disk slide forward. I can not put thicker washer on mold-

disk stud or it will interfere with lock-up. I would like to stop this noise; it is annoying. (2) Is there any adjustment for the vise automatic? The mold-disk comes forward too far when the first elevator fails to come down far enough. Have looked over my files of THE INLAND PRINTER and do not find a single reference to this. If no adjustment, where would you advise fixing it?"

Answer.—(1) We believe the cause of the slugs sticking in the mold is the spongy condition of the slug. This may be caused by an imperfect lock-up, or by hot metal, or by the cross-vents being too deep, or by a loose or foul plunger. Clean the plunger daily and place a small amount of tallow and graphite in the well before starting and allow it to remain while using the machine. Repeat this operation each day for a while and note the result. Test the lock-up of the pot mouthpiece to the mold by applying a thin coating of bronze-blue or red ink to the surface of the mold, and notice the appearance of the mouthpiece after several revolutions of the cams. If the lock-up is not correct it will show. If the cross-vents are too deep the sprue will be large and the flow of metal from the mold will be greater than it should be, especially when it is hot. If the metal is too hot, reduce the temperature. If the sprues are too long, it may be necessary to put in a new mouthpiece. If the disk makes a movement forward when the ejector strikes the slug you must either build up the washer or the stud-block. This operation need not interfere with the lock-up of the mold for casting. If it does, grind off a trifle from the outer end of the bushing that bears on the washer when the mold is in casting position. (2) If the mold-disk moves forward more than one-eighth of an inch when the vise automatic stop throws off the clutch, the trouble can be corrected by bending the upper end of the stop-rod a trifle forward. Test as follows: Place a thin space on vise cap under back screw of first elevator. Pull starting-lever and machine should stop when the elevator descends. Observe how far the edge of the mold-disk has advanced past the mold-disk turning pinion. This should not be over one-eighth of an inch. If you find the disk has advanced more than one-eighth of an inch, the next step, after the machine is brought to normal, is to open vise and unhook the springs from the rod and remove it. Bend it slightly forward on the upper side. This will be an easy matter, as the rod is malleable and the upper part is not heavy. Return it to place and test as before. If the proper bend was given the rod the dog will have quicker action on the pawl, and, as a consequence, the clutch will be thrown out quicker and the disk will not advance so far as to bring the mold in contact with the ears of the matrices in case a tight line passes into the elevator jaws.

#### Damaged Matrices.

An Iowa correspondent writes: "(1) What was the cause of the nick on inner toe of enclosed matrix? Many others are damaged the same way. I can't locate it. (2) What is the proper procedure for removing damaged partitions and replacing same with new ones in magazine entrance? (3) What would be probable cause of matrices -a few of the lower-case - seeming to hesitate just before dropping from bar, and causing the following matrices to pile up on them? Note the word hesitate. This trouble was intermittent - trouble one day, then all right the next. This trouble has now apparently ceased."

Answer .- (1) The nick on the lower back ear was probably caused when the matrix struck the right end of the italic supporting rail in the intermediate channel. There is a corresponding bruise on the front ear. This happens when a line moves to the left with the front

matrix elevated half-way between the normal and the italic position. It can be prevented to some extent by keeping the duplex rail of the assembling elevator back, to prevent the ears of the matrices from rising by a sudden throwing up of the elevator. (2) Procedure for removing a broken entrance guide is as follows: (a) Unhook the channelentrance frame spring. (b) Remove the frame hinge screws. (c) Remove the screws in the channel-entrance guide brackets and take off these parts. (d) Make a strong mark with a pointed instrument across the front edge of the channel-entrance partition plate and the entrance frame. This mark is for the purpose of guiding you when the parts are brought together again. (e) Remove the screws in the slotted hole on each end of the partition plate. (f) Fasten the entrance in a strong vise and start the partition locking rod by a few smart blows with a hammer; a slug or piece of brass rule is held against the rod to accomplish this. Draw the rod with pliers and remove the curved strip. (g) Drive the partition plate toward the end where the broken guide is located and continue until the broken guide is clear of the edge of the frame. When driving hold a block of wood against the plate. (h) Remove the damaged partition and put in the one that is to take its place, using a guide which is crimped the same as the one removed. (i) Drive plate back to place so that marks made on the edges of frame and plate coincide. While driving note that the guides remain down in the slots in the plate, otherwise the protruding lugs will be damaged. Also observe that the front edge of the plate is even with the corresponding edge of the frame. The balance of the operation will consist of assembling the remaining parts and attaching the entrance to the magazine. (3) The cause for the irregular dropping of the matrices may be detected by removing the entrance guide piece and observing the action of the matrices after they leave the distributor bar. If the matrix vibrates a trifle before it falls from the bar, the movement may be ignored, as it is caused by the teeth when leaving a set of rails on the bar. If the matrices clog in the channel, remove those back of the first one. Set this one aside for a close examination, and it will no doubt be found that it has bruised ears or is bent.

#### Measuring Linotype Matter.

A newspaper publisher in Wisconsin asks: "In reference to your item in the February issue, we would like to ask if the same rule applies in the following case: Eightpoint face set on a seven-point body. Our eight-point permits of shaving off a point to save space, and we do it. Our foreman contends that this should be measured as seven-point, while we contend it is merely eight-point set on a seven-point body and should be measured as such (eight-point). We would like to have your opinion on the

Answer.-The operator is setting eight-point and should be paid for eight-point, whether the machine casts a seven, eight or ten point slug. If the measure is thirteen ems pica, fifty-one lines of eight-point face constitute 1,000 ems.

#### Recent Patents on Composing Machinery.

Typesetter and Distributor.—A. Heger, New York City. Filed June 28, 1911. Issued February 20, 1912. No. 1,017,667.

Linotype Machine.— E. Lawrenz, Baltimore, Md., assignor to Mergenthaler Linotype Company, New York City. Filed March 14, 1904. Issued February 20, 1912. No. 1,017,771.

Logotype Machine.—E. Lawrenz, Baltimore, Md., assignor to Ott. Mergenthaler Company, Baltimore, Md. Filed March 28, 1906. Issued February 20, 1912. No. 1,017,772.

Typegraph.—E. Uhthoff, Berlin, Germany, assignor to Typograph Company, Berlin, Germany. Filed May 3, 1911. Issued February 20, 1912. No. 1,017,929.

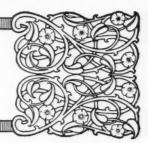
Type Impression Device.—M. E. Blume, Leipsic Germany. Filed July

NO. 1,017,929.

Type Impression Device.— M. E. Blume, Leipsic, Germany. Filed July 27, 1911. Issued February 20, 1912. No. 1,018,233.



### Proofroom



BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department.

Replies can not be made by mail.

#### Singular or Plural?

P. L., Sioux City, Iowa, writes: "Which is the correct form to use in the following sentence? 'Sadie is one of the best mares that has been offered for sale this season,' or 'Sadie is one of the best mares that have been offered for sale this season.' My opinion is that the last form given is the only correct one, and the proofreader agrees with me; but the business manager, to whom the proof was submitted, says that the first form given is the correct one and that a grammar that he consulted supports his opinion. Phrases of this sort occur very frequently in my work, and I would be glad to know your opinion in the matter."

Answer.—" Mares that have been offered" is the correct form. It is to be regretted that the book is not named that was thought to support the other expression. I can not imagine a grammar-book saying that it is right to use a singular verb with a plural noun. That is one of the wrong constructions that are known to be wrong by everybody who knows anything. Yet, strangely, the error is frequently made in sentences like the one in question, presumably through suggestion from the form "one of the mares," one being mistaken as the object of the verb instead of its real object, mares.

#### Quotations.

J. P. C., St. Augustine, Florida, sends this: "The proofreader and I had an argument the other day as to the way the enclosed testimonials are quoted. He says that where the signature is set into the break-line to omit the quotations, and where it made one line to begin name with quotations the same as a new paragraph. To me it appears that there are two styles of quotation on one page. In this case should the quotes be used before the name, where some are set in the break, all appearing on same page? Would it not be better to end quotes before signature?"

Answer.— The testimonials referred to are set in separate paragraphs in smaller type than that which precedes them, and they are each in quotation-marks, which end after the signature. It would be better to end before the signature, since the real quotation ends there. But why have any quotation-marks at all? They are not needed. Difference in size of type is sufficient. With their use, including signature, the proofreader is right.

#### Compound Words.

W. P. R., Medina, Ohio, writes: "For over thirty years I have been in one place, reading proof for a bee journal and a book, its supplement of five hundred pages. My work is nearly all in that line, and abounds in compounds. I think my work would meet your approval in every way, and I really felt pride in what I had accomplished. I have always felt that the Standard was what

every proofreader should have, for that is the only dictionary I ever saw that treats consistently on the use of the hyphen.

"But a new king has arisen who has forgotten Joseph, and the new one tries to keep up with the procession by following the latest fad. Well, what was my dismay last week when he pointed to a new copy of Webster, and told me the hyphen would have to go, as the introduction says there are no positive rules for the use of it! I was horrified beyond expression when I looked at the utter disregard of consistency in that book, and showed him we could compound by it in any way except the right one. But he claimed it was ahead of all others, because later. I told him the Standard was better, but he said it was a back number now, and out of date. This I denied, as the rules for compounding do not change to any extent. I referred to THE INLAND PRINTER, but he said that that journal was extreme in the matter, although I am confident he never read a line in it.

"'But the great magazines,' he went on to say, 'have all dropped the hyphen.'

"'Not one of them,' I said. 'I use exactly what would be accepted on Harper's Magazine, the Century, Scribner's, Cosmopolitan, McClure's, in the Government Printing Office, at Lippincott's, the Cambridge Press, Rand & McNally, and every office of note in the country. I have noticed their style for years, and know what I say; and yet you would set aside their usage, as well as the teachings of all grammarians in America and England.'

"But nothing would avail, as advertisers often kick on compound words, and his correspondents do not use them much - nor any other marks of punctuation for that matter. To-day a list was given me to go by; but as the words were compound nouns I felt some relief, for I supposed compound adjectives would have to go too; but he did not object to them. I write from memory a few words from which the hyphen was marked out: Bee-hat, bee-veil, bee-glove, bee-smoker, bee-escape, brood-chamber, sectionholder, wax-extractor, wax-tray, honey-tank, honey-sac, poison-sac, after-swarm, and perhaps forty in all. Bee martin is two words and beemaster one. The printers declared it all inconsistent and arbitrary, and did not like it. Just think of leaving the hyphen out of such words, and then using such a style-card for all possible compounds, when a simple rule would enable one to classify all compounds, allowing for some variation between a compound and a consolidated word, as bee-hive and beehive! And all this because some 'ad.-writer' had suggested it!

"This new Webster contradicts all similar works, and even itself.

"I suppose you feel you have already ventilated this subject; but I hope you will use this letter as the basis of

further criticism if you can. This new Webster is the most abominable work of reference I ever saw, so far as compounding is concerned.

"I do not see why people will go to so much trouble to tear down what is consistent, and representative of general usage, and substitute for it that which is devoid of rule, and annoying to the last degree to a proofreader."

Answer.— I shall probably have more to say about compounding before long. For the present I simply refer inquirers to what I have already published. That "new king" will learn soon that the Standard is not a back number. Just as the older Webster's was succeeded by that new one, so, I hope, will the original Standard have its successor. But with the difference that, while Webster's was spoiled in regard to compounds, the Standard will not be. Meantime I understand that the Standard is selling as well

Written for THE INLAND PRINTER.

#### GRAMMAR AND PROOFREADING.

NO. X .- BY F. HORACE TEALL.



T should hardly be necessary in papers like these to say much about such simple little words as a, an, and the. They have always the one kind of use as regards position and meaning, and essentially a very easy one to understand. Yet there are two questions of frequent recurrence in proofreading that can not be answered clearly

in few words, and another question is interesting as a detail of the art of grammar and pertinent to our discussion as a general topic. Of these one is whether or not to repeat the one of these words concerned at the time before successive nouns, another is that of choice between a and an, and the other is that of their classification as a part of speech. We shall first consider the purely grammatical question.

Grammarians have always differed, some of them insisting that a, an, and the are adjectives, and others making them a separate part of speech as articles. Strangely, as the present writer thinks, present authorities seem to favor the adjective classification; and this is rendered still more enigmatic by the fact that they are forced to distinguish the words as articles, even incidentally to their treatment as adjectives. It seems utterly unreasonable to insist that certain words belong to a certain class and then always to refer to them by another class-name. Since the words are articles, and no others are used just as they are, no one can ever be wrong in calling them by that name, and no one can really indicate them unmistakably by any other name. It will be interesting to some readers anyway to quote some of what Goold Brown says about this.

Brown says there are ten parts of speech, and begins with articles and includes participles. Many other grammarians name only eight, excluding articles and participles. Much better than either eight or ten is nine, including articles and excluding participles, as many grammarians do. Brown says, in one of his many paragraphs called Observations: "I have elsewhere sufficiently shown why ten parts of speech are to be preferred to any other number in English. Articles are used with appellative nouns, sometimes to denote emphatically the species, but generally to designate individuals." "With the attempts of Tooke, Dalton, Webster, and other writers," he says, naming at least ten others, "to degrade the article from its ancient rank among the parts of speech, no judicious reader, duly acquainted with the subject, can, I think, be well pleased." Brown

quotes from William H. Wells's School Grammar, 113th thousand: "The words a or an and the are reckoned by some grammarians a separate part of speech; but, as they in all respects come under the definition of the adjective, it is unnecessary, as well as improper, to rank them as a class by themselves." Brown then, after naming authors cited by Wells, says: "If we have forty grammars which reject the articles as a part of speech, we have more than twice as many which recognize them as such," and gives more names, including some of better standing than any in the other list.

Our main interest, however, is in the words themselves, not in the question of their classification, except in having it understood that in our papers these three words are to be called articles. An and a are indefinite, and the is definite; that is, an and a are used to denote some indefinite one or any one thing, person, or collection, and the to denote a definite or ascertained one or more. The indefinite article is always used of only one (either a single one or a group), and the definite article may note either one or a number of entities.

Writers are the proper ones to determine the use of words, and naturally and properly proofreaders should have nothing to do but to see that print agrees with the pattern set for it in the copy. But the writers who produce fit patterns for such copying are few and far between, and proofreaders will always have to correct some mistakes made by the writers as well as those of the compositors. The question we are considering now is typically beset with pitfalls for the proofreader, for two diametrically opposed opinions are current, and unless he is sure that such matters are left to his unquestioned decision he may find himself in hot water if he does not follow copy.

No rule of grammar is more widely understood to be the rule than that an is correctly used before a vowel and a before a consonant. That, however, is the rule as commonly understood, but not fully expressed. Vowel is frequently construed as meaning a letter, whereas it really means a sound. Consequently we often see such expressions as an one, an union, etc., instead of the correct ones a one, a union, etc. The choice depends purely on sound, and these nouns begin with a consonant sound, although their first letters are called vowels. We can see how the distinction is one of sound only, when we remember that we say an hour, an honor, although the first letter of these nouns is one we recognize only as a consonant. None of us would ever speak of an woman or an year, yet that would be fully as good as an one or an union, as the words begin with the same sounds.

Some words vary in speech, and are written with the article differing correspondingly. The people who pronounce herb without aspiration, for instance, write an herb, while those who aspirate it write a herb. The first is the form in Webster's Dictionary; the second is used in the Standard. No one can prove that either way is better than the other.

Formerly words with only faint initial aspiration always had an before them, as an historical book, an habitual something. Even now many middle-aged or elderly people, preserving the impression made by their early teaching, insist that correctness demands such use of an, and assert that any one who says a historical, a habitual, does not use the words properly. Dr. James A. H. Murray is not a preserver of that tradition, for the Oxford English Dictionary is said to be "on a historical basis," and says: "In unaccented syllables many, perhaps most, writers still retain an before sounded h, some even before eu, u, as an historian, an euphonic vowel, an united appeal, though this is all but

obsolete in speech, and in writing a becomes increasingly common in this position."

The repetition or omission of articles depends altogether on the meaning that is to be expressed, and that should be, though sometimes it seems not to be, best known to the writer. If writers always knew as well as they should how to use language, proofreaders would never need to correct it for them; but manuscript often is not as it should be. A proofreader undoubtedly should be prepared to remedy defects of grammatical construction, but he needs fully as much to know how to tell when it is wiser not to make changes, even in some cases when he is sure that the copy is not right. Individual circumstances vary

refer to the same subject, the article should not be inserted before the latter; if to different subjects, it should not be omitted: thus, if we say, 'He is a better teacher than poet,' we compare different qualifications of the same man; but if we say, 'He is a better teacher than a poet,' we speak of different men, in regard to the same qualification."

Brown gives a great many examples of the various kinds, mostly in paragraphs headed "Improprieties for Correction." Here are a few corrected:

She never considered the quality, but the merit, of her visitors.

The Latin introduced between the Conquest and the reign of Henry VIII.





FUN AMONG THE ARTISTS.

Interruptions at Le Cabaret du Homard Pourri, Palette and Chisel Club, Chicago.

too much for any general advice as to details to be worth much. This is said here because the question in hand is especially liable to differing decision by different persons in any but the clearest instances.

Goold Brown tells clearly the basis of distinction between repetition and nonrepetition of articles, in his treatment of syntax. He says: "When nouns are joined in construction, with different adjuncts, different dependence, or positive contrast, the article, if it belong at all to the latter, must be repeated. When adjectives are connected, and the qualities belong to things individually different, though of the same name, the article should be repeated. When adjectives are connected, and the qualities all belong to the same thing or things, the article should not be repeated. In a series of three or more terms, if the article is used with any, it should in general be added either to every one, or else to the first only. When a comparison or an alternative is made with two nouns, if both of them

A black and a white horse — two horses, one black and one white.

A black and white horse—one horse, piebald. The present writer would make this a black-and-white horse.

The north and the south line — two lines running east and west.

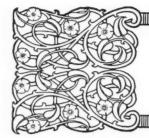
The north and south line — one line running north and south (a north-and-south line).

Through their attention to the helm, the sails, or the rigging.

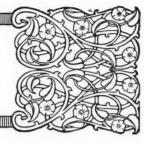
The perfect participle and the imperfect tense ought not to be confounded.

Of course much more would have to be said to constitute a complete grammatical treatise on articles. But our paper has no intention of that kind, and what is said seems sufficient for our purpose.

(To be continued.)



# Bookbinding



BY A. HUGHMARK.

Under this head inquiries regarding all practical details of bookbinding will be answered as fully as possible. The opinions and experiences of book binders are solicited as an aid to making this department of value to the trade.

#### Three Interesting Questions.

The following letter, directed to THE INLAND PRINTER, is of more than ordinary interest, because it touches on conditions that prevail in commercial bookbinding, where competitive prices make the cheapness of production a necessity to the successful bidder: "I have been identified with the printing industry, including bookbinding, for many years, but there are many things connected with it that I do not know. These are a few: (1) Why do so many flexible-bound books, printed on enamel paper, pucker in the back when they are opened? (2) Many cloth-bound books have a loose, flimsy feeling when opened, although nothing seems to be wrong with the binding. The index volume of the new eleventh edition of the Encyclopedia Britannica is an example that I have in mind. What is the cause? (3) How is it that even publishers with an international reputation send out sets of books where the individual books do not match in colors? I have before me several examples of this carelessness. For instance: Encyclopedia Britannica, eleventh edition, has fifteen volumes, scattered throughout the twenty-eight, in dark-green leather, and thirteen volumes in green of brighter hue, by many shades removed from the others. One set of Francis Hopkinson Smith's works, issued by Scribners, in sateenfinished cloth, has three distinct shades of red. A set of Dickens, issued by the same publisher, in flexible lambskin, has four shades of blue. A set of Marie Louise Muhlback, issued by Collier, in green crash cloth, has volumes in yellowish green and blue-green. These are high-class books in other respects, but they do not give a satisfactory appearance in a bookcase."

The following answers are submitted to the three questions:

#### WRINKLING OF BOOK-LEAVES IN THE BACK FOLD.

(1) This is caused by the pages of the book being printed across the fiber of the paper. The stretching of the stock across the grain when the super and back lining are glued on is considerable, but, being held in place by the sewing, the leaves can not expand toward the ends, but must buckle in. Enamel paper does not shrink back like book paper; therefore it is more noticeable in this kind of stock. In flexible bindings the book is usually glued or pasted into the back of the cover, which of course holds the dampness in the back longer and requires more of it than in the ordinary cased binding.

#### LOOSE, FLIMSY BINDINGS.

(2) There are several causes that contribute to this condition. The tension of the thread may be too loose in sewing, so that the sheets are not held together firmly before gluing. Then the thread may have been too thick for the sheet, which would cause an undue swelling of the

back. The smashing may have been either insufficient or entirely omitted. Too large backing and too wide grooves in the cover will sometimes cause this condition. Sometimes the casing-in may be at fault, when done by hand. Machinework in that particular branch is much to be preferred. In the machines, each book is pasted evenly, inserted in the cover, and pinched in or nipped; whereas by the handwork method the pasting is uneven and a number of books have to be set into the covers before the nipping or first pressing - some of the first books inserted having become quite dry in the meantime. Unless the pasting-in sticks the book solidly to the joint, a firm binding will not be secured. The index volume of the Encyclopedia Britannica is about two inches thick and 9 by 111/2 inches in format, which makes it heavy with an undue drag on the upper part of the back when stood up on a book-shelf. The book is bound in art canvas with a wide silk headband and flesher lining, after which it is pasted in the cover in the usual manner as described above. The first and last sections are stitched through the outside leaves on a Singer machine; the end sheets have cloth joints, and the book is sewed on tapes. From all these details it would seem that every precaution had been taken to procure a durable volume, but the experience of owners proves that the result is not satisfactory. In the first place art canvas is not durable enough for a volume that has to be subjected to the wear that this volume has; English law buckram would have cost approximately 12 cents a volume more to the contractors, but the subscriber who paid \$135 or more for the books would not have haggled over an extra 25 cents. The silk headband is another mistake on a book of that kind. Every bookbinder knows that a well made and fitted cottoncloth headband will outwear the book, whereas the loosely knitted machine headband can not be firmly attached, for, when lined up, it will stretch, and when pressed into the case it will bunch into wrinkles, and can never be made to fit a cloth case snugly. In conclusion, when the index is opened it lies flat and the cover back doubles up under the book - a very unpleasant feeling for a book-lover, to say the least. This would not happen if the book had been provided with a tubular back glued over the lining and then into the cover.

#### SETS OF BOOKS HAVING MANY SHADES OF ONE COLOR.

(3) The matching of color in book sets requires a good deal of close supervision, especially if the materials be purchased or manufactured at different times. As a matter of fact, the manufacturer should be held to a sample color, and a strict inspection on delivery should be made to see that these requirements have been complied with. That carelessness prevails to a great extent is not to be denied. When book-covers are cut out for complete sets at one time it is possible to provide for this by dividing up the mate-

rials of the same shades between the different volumes, so as to form uniform sets. It is not often that this can be done, however, for the reason that the set is usually split up into several individual jobs. The publishers' binder deals with men of broader caliber, in regard to requirements, than the jobbing binder, who gets an occasional edition contract from a writer with a hobby that he is anxious to spring on the public. This individual wants a 20-cent binding for 7 cents, but will perhaps reluctantly agree to pay 9 cents, although when the bid is presented for that amount, trouble will begin if he does not get the 20-cent quality. Faults will be found that no book-buyer would ever think of looking for.

#### REQUIREMENTS OF BOOK-LOVERS.

After securing the above letter I thought it would be interesting to hear from book-lovers as to what their requirements were in regard to paper, type and binding. With this in view, the following query was sent to eighteen owners and readers of books, among whom were two doctors, four lawyers, two ministers, two school principals, two college professors and one librarian, the others being business men: "Do you examine the books you buy as to printing and binding, and if so, what do you look for?"

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Answers were received from all. Here are some of them:

- " I order the books I want sent to me, and take them as I get them."
  - "The books I want are invariably satisfactory."
  - "I want good paper and clear type in the books I buy."
- "I do not want books on my shelves that are run from worn-out plates, nor do I want books in silk-cloth binding."
- "I want my books to open up without undue pressure. I do not want the type to be of different intensity of color on different pages."
  - "I do not like books printed on enamel paper."
- "I do not want cloth bindings with elaborate decorations."
  - "I want solid, substantial bindings and clear type."
- "I prefer books with uncut edges and gilt tops in linen bindings."
- "The work that suits me must present a respectable appearance, the same as I would expect in a friend."

These are invariably the opinions of most book-buyers. They do not stop to examine the sizes of the squares, the thickness nor the density of the covers. They do not ask whether a book is sewed in sixteens or thirty-twos, nor if it is sewed on "bands." At a book sale recently, at which the writer was present, a buyer spent two hours and a half in selecting one hundred-odd titles, for which he presented a check of \$125. The clerk who attended him said that he lifted the paper wrapper on about six or seven books, but glanced through the inside of most of them.

#### Cutting-machine Kinks.

F. O. R. writes: "We are doing all kinds of novelty printing, and in that line we have to do a lot of cutting that the ordinary printer is not bothered with. We have to cut narrow celluloid strips, odd angle pieces of cardboard, etc. Our machines are the old-style, broad-clamp affairs, which makes it more difficult than if we had the interlocking type. We also have to cut corrugated boards, but find we can do that better by hand because the machine crushes it. We would be glad to get a few pointers to help us out."

Answer.—You can cut any shape having straight lines by the following method: Take sheet and make the first cut by hand; then take a piece of 65 or 70 strawboard, a

little larger than the cut card on which you build up a gage. The board must be squared up, and the odd-shaped card laid on it; then put the two pieces under the clamp and adjust the strawboard against the back gage and the card even with the clamp in front; then run the clamp down and run a pencil line around the card on the strawboard back of the clamp. A piece of wood can then be glued on to the strawboard along the pencil line at the back, and another at the end. If a bunch of cards is laid into this box gage and the board pushed up against the back gage of the machine, a narrow strip of wood or board must be glued on the clamp right over the card, so that a pressure may be secured on the stock. This clamp-stick must of course fit into the box gage, so that it will take up the difference in thickness of the pile of stock and the height of the box gage. All odd cuts may be handled in this way. These gages may be made by means of a square and a pair of dividers, as well as in the machine. Celluloid may be cut into narrow strips by using the method described above. A sharp knife and rubber bands are all that is necessary. Corrugated boards can be cut in the cutting machine if the clamp is blocked up on each side of the board with pieces of wood. These must be thicker than the boards that are put in the machine, so that no pressure comes on the boards. The blocks should of course be of equal thickness and be pushed under the clamp, so that the knife will not touch them when the cut is made.



CORN-PLANTING TIME.

Photograph by R. R. Sallows, Goderich, Canada.



## Pressroom



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

#### Good Register on Three-color Plates.

(1161) Specimens received from the Swink Printing Press Company, Delphos, Ohio, show excellent qualities of work done on this company's machine. A 24 by 36 inch sheet carries four plates with solid tints and Ben Day effects. The register is excellent and the solid colors are splendidly rendered.

#### To Give a Glossy Appearance to Ink.

(1169) A specimen of deep-lake ink is received from the Sinclair & Valentine Company, New York. The beautiful tone of this ink is still further brightened by an impression of gloss paste which gives brilliancy to the color. Many times pressmen have asked for a means of heightening the color of ink without having to varnish the sheet. This paste applied as an overprint will give the effect desired.

#### Washing a Type Form.

(1164) "What is the proper way to wash job type after printing a form? Should a form be washed with benzin and a brush, and then wiped off with a rag; or should it be washed and then left to dry without wiping?"

Answer.- It is a common practice to wash a form and leave it to dry. We believe it should be dried off with a cloth, as this will remove much of the benzin that carries dissolved ink, which, if left on the form, will ultimately dry and cake on the type. Of course, it is plain that the rag will not remove all of the benzin, for between the lines it will have no effect. Another feature is that if a rag is used carelessly it may result in damage to the type and engravings. In cleaning half-tones and electros the use of a drying rag will prevent the dissolved ink from drying in the grooves and lines in the engraving. A careful person will see that the drying rag has no buttons, pins or hooks and eyes to scratch or mar the type or plates. For jobwork in platen-press chases, or where all metal furniture is used, washing with lye and rinsing in clear water is advised, as in this way a better cleansing is obtained.

#### Cover-ink on Antique Stock.

(1160) Submits an impression in white ink on blue-gray antique cover-stock. The white letter of the design is surrounded by an outline in blue-black ink, making a strong contrast for the white. The question relates to the density of the white letters, and is as follows: "Will you kindly inform us if the blue cover sample enclosed is printed with white ink on an ordinary printing-press? If it is not, tell us what process is used to produce this kind of printing. We do not seem to be able to get as good results on our presses as shown on sample enclosed."

Answer.— The sample probably was printed in two impressions. No doubt a "cover white" ink was used.

This ink has a maximum of pigment and is naturally very heavy in body. It is used with comparatively hard rollers, and the work is printed rather slowly. If two impressions are printed, the first is with stronger impression and less ink than the second impression. The first impression is followed by the second one before it is fully dry, and much more ink is carried, with a trifle less pressure. The work is allowed to stand about twenty-four hours to dry, unless a drier has been added, which is not advisable, as the ink is already quite tacky.

#### Printing from Cerotype Plates.

(1162) Submits a number of specimens of commercial work done on the offset press. These samples include statements which are ruled at the time they are printed. The inquiry is as follows: "We are now investigating the possibilities of printing our own stationery (samples of which are enclosed) on a fine job press in such a way as to give the appearance, artistically, that lithographing does, and at less expense. Would you advise printing from halftone? If so, what kind of plate, ink, tympan, etc., should be used for the highest grade of work in this line?"

Answer.— The specimens are excellent examples of offset presswork, and can not be closely imitated on a type press by any process now in use. The nearest approach will be by using cerotype plates of suitable designs and printing on good paper with proper make-ready. The make-ready for such plates will be similar to that of type forms, using a hard tympan. A good job black, costing upward of one dollar a pound, should be used. Any fine grade of bond paper having a smooth surface will give satisfaction if the presswork is properly handled.

#### Four-color Label on Enamel Book.

(1167) Submits candy-box labels in four colors — the lettering of the design being in half-tone, as the high lights are cut away. These letters were intended to appear in monotone, but in cutting, a dark outline appears occasionally, which somewhat mars the appearance of the plates. The color-rendering and register are good. The pressman writes regarding the trouble with the colors: "Enclosed find two samples of color labels, which I would like you to criticize. The plates were given to me to print on enamel book, and the proof I got was on the finest engravers' proof-paper. Now, after the yellow was run and I put on the red, I noticed the colors would not take. I doped my red so it would take; then I had my trouble with the blue and also the black. Now, I would like to know if it would not have been better to have used a coarser screen?"

Answer.— The reason the red did not take on the yellow was probably because you allowed it to get too dry, which necessitated the modifying of the red. However, this effect is not so noticeable in the print as the carrying

of too much black. The black form should have been run gray; in fact, a gray instead of a black would have improved the effect. A gray made of body gum or any similar medium would not dull the color effect so much as a plate run in black ink. The screen used is suitable for the work. The high-light effect sought by the engraver in the display of the figure could be worked softer by modifying in the make-ready; it appears too strong. It would have been an advantage to have run the black plate first instead of last.

#### Close Register on Bond Paper.

(1166) Submits a note-head, printed in three colors on bond paper. The design consists of a rule panel in two colors, supported by a small circle having an initial printed in Persian orange. The printer's query is in regard to the difficulty of securing perfect register on bond paper, and reads as follows: "I have considerable trouble when attempting to do colorwork on bond paper, especially when such work requires absolute register. The oftener the paper is printed upon, the more it will curl, some sheets

dred, as first handled, and turn them face downward with the head toward you; grasp the sheets from foot, which will be turned away from you, and turn the sheet over as it is drawn toward you and place it to the guide, face up. There should be no difficulty experienced feeding work to good register in this manner. To prevent the stock shrinking in dry weather or expanding in moist, between forms, it should be kept covered except as using lifts of a hundred sheets or so. To print the envelope corner-card, open the flap and lock the form head up, and, in setting the guides, place the tongue so the envelopes are kept pressed to the tympan at the guide. For each succeeding form, place the guides in the self-same position and register is assured, if feeding be accurate.

#### Slur on Border Rule.

(1163) Submits a section of a catalogue, printed on enamel stock. The pages are 9 by 15 inches, containing half-tone engravings 7 by 12½ inches. Monotone rules encompass each page, and herein lies the trouble our correspondent writes about. The following, in part, is the query:



LEO SCHWARTZ,
The youngest printer in Chicago.

remaining against the tympan-sheet, as they should, and others sliding down against the tongues of the gage-pins. This difference in the register, even as slight as it is, causes much loss of stock. I wish you would tell me a way of overcoming this difficulty, for I know that the most careful and painstaking feeding will not give the desired results. Also, is there any way to print envelopes and secure the absolute register necessary in producing a piece of work like the letter-head enclosed?"

Answer.— The curling of bond paper may be overcome to some extent by keeping the packages covered or by keeping each ream lot between pieces of strawboard and under a light weight. When the feed guides are set, the tongues should be so placed that the sheet is held flat to the tympan, so that each sheet fed, whether it is curled or flat, will necessarily be against the guide at the same place. In placing the guides for each subsequent form they should occupy the same relative positions on the sheet. When feeding has commenced, each sheet as printed and withdrawn from the guides should be turned face downward, and for about every hundred sheets or so they should be covered with a piece of strawboard and then placed under a light weight. Print the colors as fast in rotation as the drying of the ink will permit. In feeding, take the sheets in lots of a hun-

"The sheet you find herewith shows plainly our trouble. The rules are new and have never been used before. The cuts are new and are mounted on wood. The type and rules are locked up together in a seemingly proper manner. The make-ready is new, but the results are not satisfactory. The form has been tried out on three presses and the results are the same, suggesting that the fault is not with the presses. The rules print perfectly, alone, but to run them this way will involve an extra run through the press. Will appreciate suggestions as to the cause of the trouble."

Answer.—We judge the trouble is due to a weak contact between cylinder and bed bearers, in conjunction with an overpacked cylinder. The lack of unison between the bed and cylinder is apparent until the larger engraving is reached by the impression; at this point the slur stops. The following plan is suggested to determine whether our conclusions are correct: (1) Lay a heavy piece of brass rule on its edge across the tympan and the cylinder bearer, and note the space between the cylinder bearer and rule. There should be but a trifle—not more than about two thicknesses of print—difference. (2) Measure the bed bearers with a micrometer. These should be .918 inch in height. They will not be found any higher, but occasionally they may be found less. Measure carefully at position

opposite where slur occurs. Here it may be found that the bearers measure less than .918 inch. If this is the case, the bearers should be ground down or new ones substituted. If ground down, they must be built up with sheet brass or steel from below to give type-height to the bearers. If it is found that the cylinder is not packed too high, and the bearers are found to be true and of proper height, then about two sheets of print or tympan paper may be withdrawn from the tympan, and the cylinder should be brought down on the bearers a trifle stronger. The object of this procedure is to give a more firm contact between the cylinder and the bed bearers to obviate a slipping, as is observed in the sheet you sent us. The bearers must be kept free from oil in order that the friction induced by the greater pressure may prevent the slipping.

#### How Many Impressions Will an Electro Give?

(1168) "In a discussion among some printers here the question was asked as to how many impressions can be run from an electro or stereo without serious signs of wear appearing. A statement was made that a Bible house in New York has some stereo plates, made sixty years ago by De Nyses Sons, on which a million impressions have been taken and they are still good for a longer use. This seems an unusual occurrence, but I have known of a run of three hundred thousand from a set of stereos by an expert pressman. I should like to know how many impressions an electro will stand without showing undue wear under ordinary conditions, and what is the longest run you know of, from electros or stereos?"

Answer .- The life of an electro depends upon several conditions, such as the nature of subject. For example, an electro of a script line would not last as long as that of a black-faced gothic line, under the same conditions. The nature of the shell is another factor. A copper shell will not last as long as a nickel shell, and a nickel shell will not last as long as a steel-faced shell. Then, too, the nature of the stock is another condition; and the kind of ink used, the make-ready and the number of impressions have a strong bearing on the life of an electrotype. We believe there are electros made that will last under the stress of a million impressions. We have known of a number of instances where upward of three hundred thousand impressions have been run on a set of copper-shell electros, and we believe that with a suitable make-ready, and having a good black ink and good stock, this would not be an extraordinary occurrence. Perhaps some of our readers can furnish data relative to long runs from electros.

#### Vignette Engraving on Bond Paper.

(1165) Submits a letter-head printed on bond paper. The presswork is fair on the type and line engraving, but the small vignette half-tone does not appear to good advantage. The pressman writes: "I would like to have your criticism on the half-tone engraving of the enclosed letter-head. The ink used on this work cost \$1 a pound. Would another ink have given better results? This specimen was printed on an 8 by 12 Gordon jobber, with document manila board over the overlay, as we had no copper plate. The half-tone is vignetted, 133-line screen. Should the outline have been brought out, or should it have been made to fade away?"

Answer.— The operations necessary to print a vignette half-tone on bond paper consist principally in giving sufficient pressure in the solid part of the engraving, with interlays and spot sheets or patches. The procedure is first to remove the plate from the block and reduce the

height of the block by sandpapering the top. This reduction should be from five to eight thousandths of an inch or equal to the thickness of about four pieces of news-print stock. Before attaching the plate to the block, paste two thicknesses of print in the center of the plate, the first to correspond to and be in register with the solids, the second one to register with the first patch and to be about an eighth of an inch larger in area. This will accentuate the resistance to the pressure given the solids, and will give the high light and vignette parts the minimum of resistance; hence these parts on the first impression should print lighter. When the plate is again attached to the block, and make-ready has commenced, a number of patches may be made on a support sheet that will cover the solids and the middle tones of the engraving, and the succeeding patches to increase in size about an eighth of an inch more or less until the last patch covers the high light up to the vignetting. These patches by preference should be on thin, hard folio or tissue, onion-skin folio being well adapted for such a purpose. This operation gives the maximum of pressure



MAY.

Drawn by Rolf Winkler for the calendar of R. Oldenbourg, Munich, Germany.

in the center of the cut to the solid and middle tones, and relieves the high-light and vignetted parts, thus giving a softness to the edges, making it an easy matter to print such engravings clearly. By modifying the foregoing operation to suit the size of plate and nature of design, all small half-tone plates may be handled to advantage without hand-cut overlays.



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#### Scheduled Cost Congresses and Conventions.

Michigan Printers' Cost Congress — Detroit, Michigan, April 12-13.

Ben Franklin Club of America — Annual convention, Cleveland, Ohio, June 20-22.

International Typographical Union—Annual convention, Cleveland, Ohio, August 12-17.

International Brotherhood of Bookbinders — Biennial convention, Detroit, Michigan, June 10-16.

International Printing Pressmen and Assistants' Union—Annual convention, Pressmen's Home, Rogersville, Tennessee, June 17.

United Typothetæ of America — Date and place for annual convention not announced.

International Association of Photoengravers —Annual convention, Boston, Massachusetts, June 10-12.

Printers' Cost Congress of the Southeastern States — Nashville, Tennessee, May 14-16.

International Photoengravers' Union —Annual convention, Denver, Colorado, August 19-24.

Ohio Typographical Conference [Typographical Union] — Semiannual meeting, Canton, Ohio, April 14.

Northwestern Typographical Conference [Typographical Union] — Meetings held in January. Philo Howard, secretary-treasurer, Box 116, Seattle, Washington.

Indiana State Conference of Typographical Unions — Semiannual meeting, Muncie, Indiana, July 21.

National Press Association of America — Hotel Sherman, Chicago, June 24-26. W. F. Parrott, secretary, Waterloo, Iowa.

Printers' League of America — Pending developments toward the formation of one national body throughout the country, this organization is practically in statu quo, with no definite date for meeting. The New York branch meets the first Wednesday of each third month, with an annual meeting in November; the executive committee meets the first Friday of each month, and the Joint Conference Committee (which adjudicates all disputes between employers and employees) meets on the third Friday.

#### Printers Alert in Massachusetts.

The printers of Marlboro, Hudson, Fitchburg, Ayer, Springfield, and one or two other Massachusetts towns, met in the last-named city on Wednesday afternoon, March 6, and discussed the needs of the trade. Remarks were made by Albert W. Finlay, of Boston; E. E. Nelson, secretary of the Boston Typothetæ Board of Trade, and A. E. Davis, editor of the U. T. A. Bulletin. Mr. Finlay showed the splendid results the standard cost system invariably gives, and pointed out specific instances in which printing plants that had been running along without profits were placed in the profit-earning class by the Standard system. Mr. Nelson spoke along similar lines and mentioned the need by the estimator for the accurate data which only the cost system gives. "The man who makes the estimates," he said, "is the man who makes or loses money for the plant, and unless he has complete knowledge of the cost of pro-

duction in his plant he generally will make prices which are too low to return a profit." Mr. Davis spoke of the work of the Typothetæ, and made mention of the great growth of the association. He also explained the Standard cost system, illustrating his remarks with charts, and pointed out the manner in which the use of the system increases the efficiency of a plant, raises selling prices and so changing conditions that a great deal more money is made from the business. He showed that the Standard system is simplicity itself, and urged those present who were not members to join the Typothetæ and to cooperate with the national officers in organizing local associations in their cities. Several new members were added to the Worcester association, and applications were also received from printers in towns where as yet no Typothetæ has been organized. One result of the meeting will be the organization of a Typothetæ at Fitchburg, Massachusetts. The Worcester Typothetæ and the Typothetæ of Marlboro have asked the parent organization to send field men to install the Standard cost system in the offices of the members in those cities.

On Tuesday afternoon, March 5, a meeting of the printers of Springfield, Massachusetts, and surrounding towns was held in the rooms of the Springfield Board of Trade. About twenty-five printers were in attendance. William M. Lester, of the Loring-Axtel Company, introduced A. E. Davis, editor of the U. T. A. Bulletin, who told of the great work the Typothetæ is doing, and explained the Standard cost-finding system, illustrating his remarks with charts. The result of the meeting was the addition of several members to the Springfield Typothetæ, and the taking of steps for the organization of new Typothetæ in Holyoke, North Adams and Pittsfield.

#### New Typothetae Organizations.

On February 28 the Passaic Typothetæ, of Passaic, New Jersey, was organized, with ten members. The officers are: President, James T. Baker; vice-president, Fred C. Clough; secretary, George H. Freeman; treasurer, William Rigg. A. E. Davis, a representative from the national secretary's office, assisted in the organization.

George W. Bond, organizer for the United Typothetæ of America, late in February organized the Allegany Typothetæ, at Wellsville, New York, and the Troy Typothetæ at Troy. New York.

Franklin W. Heath, secretary of the United Typothetæ of America, visited Jacksonville, Florida, recently, with the result that the Master Printers' Association of that city voted to join the United Typothetæ in a body. A Typothetæ representative has been placed in the field for the purpose of supervising the installation of the Standard cost-finding system.

Printers of Los Angeles have organized the Los Angeles branch of the United Typothetæ of America.

On Monday evening, March 4, the printers of Montclair, Caldwell, Bloomfield and the Oranges met at Montclair, New Jersey, and organized the Watchung Typothetæ. The officers are as follows: President, A. E. Studer, Montclair; vice-president, Fred Madison, Montclair; secretary, C. W. Bowne, Montclair; treasurer, L. C. Gillies, East Orange. A United Typothetæ of America field man will be sent to this section to install the Standard cost system.

The roll-of-honor list the United Typothetæ of America is so proud of has been increased by the addition of St. Joseph, Missouri. St. Joseph has the distinction of being the largest one-hundred-per-cent town in the Typothetæ.

On March 11 a meeting of printers was held at Lan-

caster, Pennsylvania, and a branch of the United Typothetæ was organized with six charter members. A committee was appointed to canvass all printers of the city and urge their attendance at a later meeting. C. P. Cummings, secretary of the Philadelphia branch, addressed the meeting.

Printers of Niagara Falls and Lockport, New York, held a banquet at Niagara Falls on March 6 and organized a branch of the United Typothetæ. The following officers were elected: President, George H. Courter; vice-president, Albert Petschke; secretary, John W. Baker; treasurer, R. H. Winter.

#### Michigan Cost Congress.

The Michigan Cost Congress, which is to be held at Detroit, April 12 and 13, under the auspices of the Michigan Printers' Cost Commission, will be the most important meeting so far held in that State by employing printers. George Harland, Detroit, is chairman of the commission; J. S. McMillan, Monroe, is secretary, and E. C. Peters, Saginaw, treasurer. The other members of the commission are: Fred W. Gage, Battle Creek; Alletz K. Lyson, Grand



GEORGE HARLAND, DETROIT, MICHIGAN, CHAIRMAN, MICHIGAN PRINTERS' COST COMMISSION.

Rapids; H. A. Dixon, Port Huron; R. A. Moote, Jackson; J. B. Rieg, Kalamazoo; R. L. Ripley, Lansing, and John Gregory, Bay City.

Judging from the personnel of the commission, the Detroit congress should be as successful a meeting as any of those so far held in other States. The tentative program is an excellent one, and it is to be hoped that every worth-while printer in the State will take advantage of this splendid opportunity to get in friendly touch with his competitors.

#### South Carolina Cost Congress.

Employing printers of South Carolina held their first printers' cost congress on March 18 and 19 at Columbia. Prominent printers and cost experts from other States were present and rendered able assistance in furthering the movement. The attendance at the meeting and enthusiasm shown indicate that South Carolina is to keep pace with her sister States in the printers' revolution against chaotic business methods.

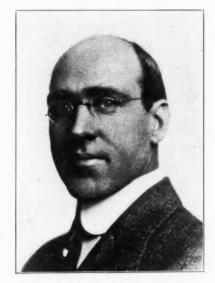
#### Indiana Cost Congress.

The Indiana Printers' Cost Congress, under the auspices of the Franklinites, was held in the Claypool Hotel, Indianapolis, Indiana, on March 14 and 15. There was a large attendance, the visitors being welcomed by Robert E.



J. S. MCMILLAN, MONROE, MICHIGAN, SECRETARY, MICHIGAN PRINTERS' COST COMMISSION.

Darnaby, of the Hoosier capital, his speech being replied to by Schuyler Miller, of Peru. The speakers were of excellent quality, including Earl Britt and R. T. Deacon, of St. Louis; C. L. Dowley and R. T. Porte, of Cincinnati; John



EDWIN C. PETERS, SAGINAW, MICHIGAN, TREASURER, MICHIGAN PRINTERS' COST CONGRESS.

J. Miller and Henry Allen, of Chicago; J. S. McMillan, of Monroe, Mich.; H. C. Wedekemper, of Louisville; and "Gene" Turner, of mutual fire-insurance fame. The evening session was devoted to a discussion of ways and means for organizing local, district and State Ben Franklin Clubs, the text being "Threads of Franklinism," an address by L. B. Lacey, president of the Indianapolis Ben Franklin Club.

#### Montreal Board of Traders Dine.

C. J. S. Phillips, president of the Montreal Printers' Board of Trade, was toastmaster at the annual banquet on Saturday, February 9. Within the range of his eye were printers from New York, Boston, Lowell, Ottawa and Toronto. Among the more distinguished guests were former Postmaster-General Lemieux, King's Printer Parmalee and Colonel Cushing, president of the United Typothetæ. The speakers included Mayor Lavallee, who spoke in English and French. The key-note of the evening's discourse was the desirability of having printing added to the curriculum of the technical schools.

#### Pittsburgh Typothetae Feasts.

This year's banquet of the Pittsburgh Typothetæ fulfilled the ambition of the capable committee — namely, "to make it the largest and most interesting gathering of the Quadri-Color Company exhibited a large number of specimens of four-color printing, and made comparisons of that work with lithography. He showed that lithographic prints, containing four-teen colors and necessitating four-teen different printings, were inferior to reproductions from the same subjects printed by the four-color process.

#### Successful Meeting at Toronto.

The first cost congress ever held in eastern Canada convened at the King Edward Hotel, Toronto, Ontario, on February 22 and 23, and was a splendid success. Despite inclement weather, fully four hundred employing printers and publishers were in attendance and a thorough discussion of all the big questions confronting the craft was participated in by printers from every part of the Dominion as well as by prominent American craftsmen.

One of the most impressive addresses was delivered by H. P. Moore, publisher of the Acton (Ont.) Free Press, whose subject—"Are You, the Boss, on the Pay-roll?"—held particular interest for the assembled delegates. Among other things he said: "A new era will dawn for Canadian

A CALL TO The printers of Michigan will hold a get-together meeting in Detroit, April 12-13. Because Organization is the Life of the Printing Industry every Job Printer and Newspaper Man in the state should join in the movement. Put your arm to the crank and get on the job. First Michigan Cost Congress, April 12-13

master printers and their allied interests ever held in this city." It was informal as to dress, and there was music as well as speaking — just the sort of affair that busy printers enjoy to the limit. The evening's entertainment was in charge of a committee composed of James G. Connell, Jr. (chairman), J. C. Robertson (secretary), W. J. Golder, Robert L. Forsythe, Joseph E. Stevenson, Frank B. Williams, B. F. McPherson, J. F. Dunker, J. C. Bragdon, Frank Braddock, H. P. Pears, Charles F. Warde and E. F. Anderson.

#### Compares Four color Printing with Lithography.

The advertising men of Springfield, Massachusetts, gave a banquet on Monday night, March 4. About twenty-five guests were present. Mr. Rayner, president of the Quadri-Color Company, of New York, and Henry Lewis Johnson, editor of the *Graphic Arts*, were the speakers. Mr. Johnson showed samples of good and bad advertising and pointed out the fact that good printing and good advertising went hand in hand. The representative of the

printing-houses when every master printer and publisher puts himself on the pay-roll and every Saturday afternoon draws his \$25, or \$30, or \$40, or \$75, or \$100, according as the size of his business may warrant. Then prices will be more up to the standard of what they should be, for they will include a share of that hitherto frequently overlooked item of cost — the boss's own salary on the pay-roll."

George H. Saults, of Winnipeg, Manitoba, precipitated a spirited debate with an address on depreciation. The discussion showed that many printers had not been making correct charges for depreciation.

Speakers from the United States included R. J. Hausauer, of Buffalo; Henry P. Porter, of Boston, and George Hough Perry, of New York. A paper by Colonel Cushing, president of the United Typothetæ, was read by Mr. Porter. The welcoming address was delivered by Mayor Geary, the response being made by Editor Williams, of the Collingwood Bulletin.

Permanent officers were elected as follows: Chairman, A. Macoomb, Toronto; vice-chairman, H. L. Rous, Toronto; joint secretaries, Chester B. Ames, secretary of the Printers' Board of Trade, and John M. Imrie, editor of the *Printer and Publisher*, Toronto.

A resolution was passed providing for annual meetings and creating a committee to perfect the organization.

#### Franklin Club of Wisconsin.

The convention and cost congress of Wisconsin and northern Michigan, held on March 8 and 9 at Milwaukee, resulted in the organization of the "Wisconsin State Franklin Club." A constitution and by-laws were adopted, and the following officers elected: President, W. M. Castle, Oshkosh; vice-president, Frank Cantwell, Madison; secretary, Rudolph Haessler, Milwaukee; treasurer, Frank E. Noyes, Marinette. Executive Board: M. C. Rotier, Milwaukee; Thomas F. Lyons, La Crosse; W. B. Gregory, Menominee, Michigan.

Among the prominent visitors were F. I. Ellick, of Omaha, Nebraska, and William J. Hartman, Henry Allen, and A. E. Southworth, of Chicago.

The new organization starts out with encouraging prospects, having a charter membership of 165.

#### Banquet at Wilmington.

The Typothetæ, of Wilmington, Delaware, held a banquet on March 12, representatives from almost every plant in the city being present. The object of the meeting was to arrange for the installation of Standard cost-finding systems in all Typothetæ officers in Wilmington. Nine installations will be made. Four new names were added to the membership.

#### Bay City Organizes Ben Franklin Club.

A Ben Franklin Club was recently organized at Bay City, Michigan, with John P. Lambert and A. E. Ripley as president and secretary, respectively. The new organization was formed as a direct result of a visit of Secretary Henry Allen, of the Ben Franklin Club of America, to Saginaw last month.

#### South Chicago Printers Meet.

On February 20 the members of the Calumet Ben Franklin Club, Chicago, met at Pullman, Illinois. After partaking of a good dinner, various subjects were taken up and spiritedly discussed. Secretary Allen, of the National Ben Franklin Club, was a guest and delivered an interesting address on the work of the national body. "Gene" Turner, the mutual fire-insurance man, awakened much interest among those assembled in the printers' mutual insurance plan, a committee being appointed to take up the matter in earnest. The officers of this progressive organization are: President, George A. Kinney; vice-president, A. W. Fleming; secretary-treasurer, A. B. Schulz. The Calumet Club is affiliated with the national body.

#### Ben Franklin Club Activities.

A meeting of the Executive Committee of the Ben Franklin Club of America was held at Indianapolis on March 14. There was a full attendance, with President W. J. Hartman in the chair. Among other matters it was decided to hold the annual convention at Cleveland, Ohio, on June 20, 21 and 22. The local Ben Franklin Club is enthusiastic in the matter of the arrangement for the comfort and entertainment of the delegates. Later on particulars will be published as to the program, but it is certain that the gathering will set a mark in organization work.

On March 7 the monthly meeting of the Aurora, Illinois,

Ben Franklin Club was addressed by Secretary Henry Allen, of the Ben Franklin Club of America, who took for his subject "Organization and Its Effect on the Printing Business." There was a large attendance of members at the meeting, at which President E. C. Finch took the chair.

On March 21 there was an enthusiastic gathering of printers at a dinner in Omaha, Nebraska. The principal guest was Secretary Henry Allen, of the Ben Franklin Club of America. Mr. Allen gave an address on "Organization and Cooperation." The president of the Omaha Ben Franklin Club—C. E. Corey—took the chair. Guests were present from Lincoln, Fremont and surrounding towns.

#### FEDERATION PROBLEMS IN NEW YORK CITY.

Four employing printers' organizations are active in New York city. Efforts to federate their interests have been under way, and, as usual with such efforts in organization work, there has been some misunderstandings, with the concomitant personalities and imputations of motives. The *Printing Trade News*, which makes up in forceful expression for any lack it may otherwise have, gives space with favorable comment to a severe criticism of Mr. Gregory, the secretary of the Printers' League of New York, the charge being that Mr. Gregory has gone beyond his authority in certain particulars. Mr. Gregory replying in detail shows that in all particulars has merely followed the orders and rules of the organization whose servant he is, and at no time has made any departure from established authority and usage.

The Printing Trade News and the organizations in New York are working for better things and are doing good service. There is an honest difference of opinion on the best way to get the best results, and there is no benefit to be obtained in getting red in the face about these questions and rushing into print with personalities — for these things always live in print, and are a vexation in after years. Let the organization work be fought out on the floor of the conventions. Mr. McCoy is a good fighter, and with the Scotch in Mr. Gregory they will make a mixture that will keep them busy enough in bringing order out of the turgidity that now prevails.

### "PROGRESSIVE PRINTER" SUSPENDS—"INLAND PRINTER" TAKES OVER ITS LIST.

Wearying of the arduous task of carrying coals to Newcastle, H. A. Pawly ceased publishing the *Progressive Printer* with its December issue.

The subscription-list was offered THE INLAND PRINTER, and satisfactory arrangements were completed during March. As our January, February and March editions are exhausted, all but a few *Progressive Printer* subscribers will commence with this issue and be placed on our list for the remainder of their unexpired subscription, allowance being made for the lapsed three months. Those who subscribed for both papers will be given credit for the period of their unexpired *Progressive Printer* subscription.

#### TYPEFOUNDERS SHAKEN UP.

W. H. French, president, and Charles R. Murray, treasurer, of Barnhart Brothers & Spindler, were passengers on the Twentieth Century train that was wrecked near Poughkeepsie, New York, on March 13. Both gentlemen escaped without the least damage, though most of the passengers were more or less seriously injured.



This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

#### Postage-stamp Mucilage.

Some time ago a correspondent made inquiry for a formula for postage-stamp mucilage. At the time we were unable to make recommendation, and referred him to the makers of mucilage. We now offer the following recipe, which is highly commended by those who have used it: Gum dextrin, 2 parts; water, 5 parts; acetic acid, 1 part. Dissolve by heat in water bath and add 1 part ninety-per-cent alcohol.

#### Zinc Overlays and Process of Making.

(1159) "Kindly give us addresses where we can secure proper material for zinc overlays, and process of making."

Answer.— This is a patented process, and can be secured only of Gilbert, Harris & Co., 416 North Fifty-second avenue, Chicago.

#### Air Compressor Attached to Linotype.

(1153) "Will you kindly furnish me with the name and address of the firm which manufactures an air compressor that is attached to a linotype machine in place of the loose pulley on the driving-shaft?"

Answer.— The Typesetting Machinery Company, 1241 South State street, Chicago.

#### Printing on Cloth.

(1156) "Have you any books that treat of printing on cloth, such as flour-sacks, etc.? If not, do you know where I can get such a book?"

Answer.— The methods used in printing on cloth are no different than those used in printing on paper. The work can be done on any press. We have no knowledge of a book treating this subject.

#### Imprint Matrices.

(1152) "Please inform me where I can get matrices to cast small gothic type on the Linotype. The Linotype company makes nothing smaller than a five-point face, and I want matrices that will cast about three or four point faces. I have seen imprints cast on a Linotype, but am not able to learn where the matrices are made."

Answer.—Imprint matrices are made by the Imprint Matrix Company, Charlotte, North Carolina. A folder, giving full description, will be sent on request made to the company.

#### Printers Publishing House Organs.

(1155) "Would you furnish us with a list of printers who publish house organs?"

Answer.— The following is a partial list of well-known printing concerns that publish house organs: The McCormick Press, Wichita, Kan.; the Pearl Press, Brooklyn, N. Y.; Monarch Printing Company, Council Bluffs, Iowa;

Woodruff Bank Note Company, Lincoln, Neb.; Griffith-Stillings Press, Boston, Mass.; Regan Printing House, Plymouth place, Chicago.

#### Imported Job Ink.

(1142) "Can you tell me who handles the imported job ink stamped with the name 'E. T. Gleitsmann, Dresden'?"

Answer.— We have been unable to learn the name of the American selling agent. An examination of the German publications gave no trace of the manufacturer. The publication of your inquiry in this department may bring the needed information.

#### Linotype Dross.

(1150) "I would like to know of the best place to sell linotype dross, also what it should bring."

Answer.— You should be able to dispose of linotype dross to the concern from which you buy your metal. The price runs from 2½ to 3½ cents a pound, depending on quality. The Hoyt Metal Company, St. Louis, Missouri, is probably the nearest manufacturer to your city.

#### Optical Illusions.

(1139) "It is my desire to secure different specimens of what I would call optical illusions, and I feel quite sure that I have seen a collection of them in some book or magazine. If you can be of any assistance in the matter of furnishing the desired information, it will be greatly appreciated."

[Can any of our readers give the desired information?]

#### Wants Book on Magazine Publication.

(1151) "I want to ask concerning a book which gives specific as well as elaborate instructions upon the publication and operation of a magazine."

Answer.— We do not know that any book has been published treating exclusively the subject of magazine publishing. Our catalogue includes all of the important books relating to printing and publishing. Possibly some of these may answer your purpose.

#### Printing on Tin-foil.

(1158) "Can you indicate to us a machine that prints tin-foil rapidly and in the best condition, size 38 by 29? There would be on each leaf twelve plates similar to that which you will find enclosed [3% by 7½ inches]. The object is to get a press that will be perfectly adapted, or practical."

Answer.— Our correspondent—a resident of Paris, France—was informed that we had no knowledge of a press especially adapted for printing on tin-foil. We have since learned that the Kidder Press Company, 261 Broadway, New York, has furnished presses for foil printing to

nearly all the large tin-foil printers in the United States. In this country tin-foil printing is usually done on platen presses, the tin-foil being cut to a convenient size for handling, on account of the flimsy character of the material. The printing is generally done from rubber, although metal type is sometimes used. Suggestions from readers on this subject will be appreciated.

#### American Dealers in Printers' Machinery and Supplies.

(1148) "As we desire to place an order for printing machinery and printers' supplies [Santiago de Cuba], we would thank you to put us in touch with American pressbuilders and dealers in printers' supplies."

Answer.—We have forwarded you a copy of THE INLAND PRINTER, in which you will find advertisements of leading manufacturers of and dealers in printing machinery and printers' supplies.

#### Cylinder-pressfeeder Seats.

(1149) "Will you kindly advise where we can obtain cylinder-pressfeeder seats? We have been unable to locate Champlin & Smith in Chicago, people whom our records show have previously handled these."

Answer.— The business formerly conducted by Champlin & Smith is now in the name of D. H. Champlin, 157 West Adams street, Chicago. Mr. Champlin is still dealing in cylinder-pressfeeder seats.

#### Advertisement-layout Sheets.

(1145) "Can you tell us where layout sheets similar to the enclosed can be obtained? We shall appreciate the information."

Answer.—A number of the large mercantile establishments have advertisement-layout sheets printed for their own special use. The form submitted may be one of these. The Inland Type Foundry, St. Louis, Missouri, at one time issued a special layout sheet. We have no knowledge of any other concern issuing these forms for general use.

#### Coin-wrappers.

(1144) "Kindly advise where I can purchase a machine to form coin-wrappers similar to enclosed. I prefer a small hand-power apparatus, as the consumption is not great."

Answer.— The wrappers are furnished by the Coin Counting Machine Company, 1 Madison avenue, New York city, for use with its coin-counting apparatus. We do not know of any machine for forming these wrappers. There is an automatic machine that counts and wraps coins in packages. This machine is made by the Automatic Coin Wrapping Machine Company, 80 Greenwich street, New York city.

#### Printing-presses and Printing Plants in the U. S.

(1143) "I want to obtain statistics showing the number of printing-presses of different classes in use in the United States. I should like also to obtain a statement of the printing plants in each State of the Union. If you can give me this information or advise me where it can be obtained, I shall greatly appreciate it."

Answer.— We do not believe the Bureau of Statistics at Washington has any record of the number of printing-presses in use in the United States. The number of printing plants is given at something over thirty thousand. Basing an approximate on this figure, we should judge there were from one hundred thousand to one hundred and twenty-five thousand printing-presses of all kinds in use. Probably two-thirds of these are job presses of different kinds and makes. One of the large press manufacturers

may be able to give you more exact data. For information as to the number of printing plants in each State, write the Typo Mercantile Agency, 160 Broadway, New York city. This concern issues a directory of the printing trades, which is revised half-yearly.

#### Steel Type for Stamping on Metal.

(1154) "Will you please give me the address of some company making steel type, for stamping on metal?"

Answer.—C. H. Hanson, 178 North Clark street, Chicago; Lathey Steel Type Company, 27 West Illinois street, Chicago; J. D. Mallonee & Co., 30 Church street, New York city; George M. Van Ness, 61 Fulton street, New York city; Schwaab Stamp & Seal Company, Milwaukee, Wisconsin.

#### Knock-down Box for Printed Stationery.

(1147) "Kindly send us names and addresses of paper-box manufacturers who make a 'knock-down' box suitable for stationery."

Answer.— The following Chicago concerns manufacture boxes of the character described: C. J. Lawrence & Brothers, 1223 Wabash avenue; Henry Runtz Paper Box & Novelty Company, West Kinzie and Clark streets; Automatic Paper Box Works, Tribune building.

#### A Problem in Ballot Printing.

(1146) "I have a job of ballots to print for the county. There will be fifty thousand ballots, each 6 inches wide and about 10 feet long. We have a six-column quarto press. Now, the printing doesn't bother me any, but it is evident that these ballots will have to be pasted together in three sections, each the length. of our press, 44 inches. That looks like a slow job to me. If you can advise me of any scheme by which we can speed up the matter of pasting these strips together it will be a favor. I have racked my brain in vain."

Answer.—It is our opinion that the largest printing concerns in the country would hesitate to undertake the pasting together of fifty thousand ballots in the manner you have described. For the ordinary printer the job is simply impossible of accomplishment. Our advice is that you appeal to the judgment of the election commissioners to allow a blanket ballot of sufficient dimensions to take in all of the names. If you finally solve the problem, we would be glad to have you advise us as to how it was done. The solution might prove interesting to our readers.

#### Dies for Cutting Labels.

(1159) "We are particularly interested in label printing, and would thank you for the address of manufacturers of dies with which to cut different shapes of labels. Could you also inform us whether or not there is an attachment which can be used with a paper-cutter to cut the different shapes?"

Answer.—George Van Pelt, 452 West Huron street, and the Western Cutting Die Company, 222 West Huron street, both of Chicago, are manufacturers of dies for cutting labels. The J. A. Richards Company, Albion, Michigan, makes a die-cutting outfit adapted for use on platen presses. We do not know of an attachment for cutting labels on a paper-cutter, but we presume you can adapt the paper-cutting clamp and a cutting-board and cut labels in this way. Cut the labels into single or double sheets and glue up on edge. Place about two hundred on an electro base on which a sheet of binders' board is laid. Turn up the clamp of the paper-cutter high enough to take the stock, on top of which the die is placed in register with the printing. Place this in the center of the clamp and run it down until the

cutting-die is brought to the cutting-board. Naturally this is slow work, and will do only on short runs. The diecutters that can be used on a platen press are quite well adapted to the use of printers who have only an occasional cutting job to turn out. If you have much of this work it may pay you to get a die-cutting press.

#### Low-slug Cutting Machine.

(1138) "We are under the impression that a machine or device is now on the market for cutting down high linotype slugs to about the same height as foundry slugs. Will you kindly let us know if you have heard of such a machine, and the name and address of the manufacturer?"

Answer.—You probably have reference to the machine recently placed on the market by the Lowslug Machine Company, Winston-Salem, North Carolina. This machine is made exclusively for reducing the height of the blank portions of linotype slugs, and is called "Lowslug." The price is \$25.

#### Electricity in Paper.

(1103) "We are troubled a great deal with electricity in our pressroom, making it impossible to print our papers without wetting them, but this makes a bad-looking paper. How can we remedy this?"

Answer.— The following concerns manufacture apparatus or compounds for dispelling electricity: Thompson Static Neutralizer Company, 1645 Old Colony building, Chicago; Kay-Kay Dispeller Company, 1322 Wabash avenue, Chicago; United Chemical Company, Indianapolis, Indiana; United Printing Machinery Company, Boston, Massachusetts; De Boise Bresnan Company, 15 Frankfort street, New York city. In the absence of one of these agents the only way to eliminate trouble through electricity in paper stock is to heat your stock before printing. When stock arrives, place it near a stove or radiator, and have it well heated before running. Also keep your tympans well oiled. This will avoid the necessity of wetting the stock.

### Quick-drying Glue.

(1116) "Our printer informs us that you can give us a formula for glue to be used on paper as the enclosed sample. The glue must dry in thirty-five seconds."

Answer.— The quickest-drying glue that we know of is the dark glue used by cabinetmakers. This glue is first softened in cold water, and afterward heated in a water bath and brought to a liquid state by heat. The consistency you desire can be secured by heat and the proper amount of water. We do not know of any liquid glue that will dry in so quick a time as you mention. However, we would suggest that you write the Arabol Manufacturing Company, 100 William street, New York. This firm makes adhesives of all kinds, and may be able to furnish you the desired article. Bookbinders' glue is made by Robert R. Burrage, 83 Gold street, New York. Other manufacturers of glue are the Commercial Paste Company, Columbus, Ohio, and Peter Cooper's Glue Factory, 219 La Salle street, Chicago.

#### Stencil Ink in Dry Form.

(1141) "We would like to get hold of a receipt for making stencil ink that is put up in dry form. Can you tell us where it can be obtained?"

Answer.—We submit the following recipes. To test their availability, try a small amount in the proportions given: (1) Lampblack, 12 ounces; china clay or baryta, 3 ounces; dextrin, 2 ounces. To the dextrin add one quart of hot water. When it is dissolved, add the lampblack and clay until the desired consistency is obtained. (2) Shellac,

2 ounces; borax, 2 ounces; water, 25 ounces; dextrin, 2 ounces. Boil the water and add the borax. Remove from the fire and add shellac. When dissolved, add the dextrin. When the whole is dissolved add any aniline color or a pigment in sufficient quantity to secure the desired consistency. (3) Solid stencil ink: Mastic, tears, 8 ounces; shellac, 12 ounces; venice turpentine, 1 ounce. Melt and add one pound of wax and 6 ounces of tallow. When dissolved, add 6 ounces hard tallow soap shavings, and mix. When a homogeneous mixture is obtained stir in coloring matter to suit. Pour into molds. This becomes hard and may be dissolved in hot water when ready to use.

#### Fan-fold Forms.

In the January number of THE INLAND PRINTER (question 1003, this department) inquiry was made for "information regarding machinery or special attachments, made to produce what is called 'fan-fold forms' in continuous strips." We were unable to give our correspondent definite information at the time, but have since received the following statement from the Cleveland Folding Machine Company: "The Cleveland Folder makes six and eight page accordion folds, and, by two operations of the machine, even a greater number may be obtained. If, therefore, you will kindly direct interested parties to us, we shall be very greatly obliged to you."

#### System of Keeping Tab on Progress of Jobs.

(1137) "We would ask for information as to whether you know of any blank forms, used by office managers, in keeping track of jobs going through a printing plant, which will show the condition of the work as it progresses through the different departments."

[The Inland Printer would be pleased to hear from readers who may have worked out a system which secures the results desired by our correspondent. It will be noticed that the inquirer wants a checking-up system that not only informs the manager as to what department a certain job may have reached, but how far it has progressed in that department. Any such card-index system would undoubtedly necessitate daily reports from each department head on every job in his department.— Editor.]

#### Fastening Arrow to Cardboard.

(1140) "We are figuring on a job to be made up on five or six ply cardboard. In the center of the card will be printed a circle divided up in different sections, something like a roulette wheel, and an arrow will be fastened in the center to turn with a flip of the finger. We believe that we can make a die of steel cutting-rule to cut the arrow, but we know of no fastener with which to put them on the card. If you can put us in touch with some one making brass or metal fasteners we would be greatly obliged to you."

Answer.— We believe that it will be an advantage not to cut the arrow from paper, but to have it made of thin metal, brass or aluminum. It may be attached to the card with an eyeletting machine—either hand or foot power. The arrows may be secured from the Fidelity Brass Manufacturing Company, 730-734 West Monroe street, Chicago. If you send this company a drawing of what you need, giving exact dimensions, it will give you quotations for brass or aluminum, also furnish you an idea how to attach them to cards. This firm does all kinds of this work. If you desire figures on an eyeletting machine, write the Edward B. Stimpson Company, 68-70 Franklin avenue, Brooklyn, New York. This firm also handles metal specialties, such as you may find it convenient to use.



This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

#### Manager and Superintendent Wanted.

(1209) A manager and a superintendent are wanted by a large printing plant, which is equipped for the printing of publications only — now printing about twelve publications. Manager must know the game from a manufacturing standpoint, also from a selling standpoint, and be able to figure a job successfully. Superintendent must be able to keep the presses going and to lay out the work to that end. Liberal arrangements as to salary and commission will be made with the right parties. Location, one of the best towns in the middle West.

#### Linotype Operator Seeks Position.

(1210) Linotype operator, and ad. and make-up man, twenty-two years' experience, seeks change. Can give best of references as to capabilities. Location desired in the South or West.

#### Weekly Newspaper and Job Office.

(1236) Practical printer, twenty-three years of age, with seven years' experience, college graduate, desires to buy a one or two man weekly newspaper and job office, either in Florida or Oklahoma. Capital to invest, \$1,000.

#### Electro Finisher Wants Foremanship.

(1237) Electro finisher, twelve years' experience in large plants, desires position as foreman either in western Canada or Western States. Fully experienced on all kinds of flat and curved work, including magazine and job, colorwork, etc. Married; twenty-nine years of age; union.

#### Job Compositor and Linotype Operator.

(1238) Job compositor and linotype operator desires position in small town in East, where there is an opportunity for working up speed on the Linotype. Willing to start on low salary. Four years' experience.

#### Manager, Superintendent or Editor.

(1239) High-grade printer, who thoroughly understands the executive and editorial end of both weekly and daily papers, desires position as manager, assistant to manager, superintendent or editor. Also thoroughly familiar with commercial and magazine work; practical as well as executive. Strictly reliable; a hustler.

#### Foreman Wanted for Minnesota Plant.

(1240) Man to take charge of selling end of modern job plant in Minnesota. Must know the printing game from the ground up.

#### Country-bred Job Compositor.

(1241) Job compositor, four years' experience in pressroom and on stone, desires position. At present stoneman on a large eastern daily newspaper. Countrybred. Best of references.

#### Wants to Buy Weekly Newspaper.

(1242) Practical all-around printer and linotype machinist-operator, as well as former newspaper publisher, desires to purchase a weekly newspaper on easy payments. Clean business record; A1 references.

#### Expert Foreman for Partner.

(1243) Experienced editor of weeklies and a daily wants competent, energetic foreman as partner in weekly and job office, western Washington. Must put in about one-fourth of cash required—about \$750. He says: "Wish foreman who wears seven-league boots of ability and push; no boozer; better married than not. My three newspaper undertakings have been unusually successful. After practicing law eight years, am returning to journalism (under forty) for next thirty years, I hope. Am an Elk; would like foreman who is Mason. Can make money with right man, and will guarantee him against loss on investment. Field is almost noncompetitive. Six-column quarto." References are of the best.

#### Experienced Proofreader.

(1244) Young lady of several years' experience in all classes of proofreading desires a position. Law or book publishing house preferred, or a responsible magazine might be considered. Residence in West. Familiar with job and commercial work. Five years in Government Printing Office at Washington, D. C. Union.

#### Two-thirder-Graduate I. T. U. Course.

(1245) Job and ad. compositor of three years' experience desires place with a firm doing high class of work that can use a two-thirder. Union. Graduate of I. T. U. Course, with fine grade. Able to lock up forms on cylinder and impose different forms.

#### Machinist-operator.

(1246) Machinist-operator, with twenty-two years' experience in newspaper business, would like position with small daily or a weekly that has a machine, in which loyalty, punctuality, ability and a desire to practice the Golden Rule would be appreciated. Prefers the West. Thirty-six years of age; married; sober.

#### Energetic Young Man Wants Foremanship.

(1247) Printer, twenty-seven years of age, with twelve years' practical experience in composing-rooms, pressrooms and bindery, would like to take charge of a small or medium-sized printing plant and produce results. Thoroughly competent to estimate on work. Would start at moderate salary in an office where there is an opportunity to earn more when ability is proved. Reliable; trustworthy; best of references.

#### Wants Lease of Good Country Weekly.

(1248) Newspaper man, good job pressman, with knowledge of cylinders, and a rapid compositor on all kinds of work, from a twenty-eight-sheet poster down to the finest commercial work, would like the lease of a good country weekly (East preferred), with the privilege of buying at the end of the year. Former owner of first-class commercial printing-house. A1 references.

#### Machinist-operator and All-around Printer.

(1249) Machinist-operator and all-around printer of fourteen years' experience would like to locate in some town of fifteen thousand or over, east of Chicago; evening paper preferred. Married; thirty-one years of age; union. Perfectly reliable in every way.

#### Job Printer and Ad.-man.

(1250) First-class job-printer and ad.-man, with twelve years' experience, would like position in a job office or newspaper ad.-room as a regular printer or make-up man. Also experienced in copperplate work and embossing on hand machines. At present employed as foreman of small job office, where he has been for five years. Capable of taking charge of small job office or foremanship of country newspaper. Married; union printer; good habits.

### Long-experienced Job Printer.

(1251) All-around job-printer, seventeen years' experience, would like situation as compositor in a high-grade

desire to work with, considering it economy to have the best of material and lots of it. The man who qualifies will have the advantage of a weekly lecture on the more theoretical aspects of printing, which is given employees once a week by the manager.

#### Foremanship of Newspaper and Job Plant.

(1254) Practical printer and proofreader would like position in eastern Pennsylvania or New Jersey as either foreman of newspaper and job plant or as a proofreader. Best of references.

#### Job Folding-machine Operator.

(1255) Folding-machine operator of fifteen years' experience desires to make a change. He is considered one of the best operators and all-around mechanics in the town in which he lives. Prefers two or three folders, automatic Dexters, with location at Chicago.

#### Printer - editor.

(1256) Young man, twenty-nine years of age, ambitious and not afraid of work, seeks a position in South or Southwest as printer-editor or printer-journalist on a newspaper. Eleven years' experience as printer, proofreader and journalist. Also familiar with presswork. Desires the



SON OF "OLD BILL" (A. J. CLARK), BUTTE, MONTANA.

shop, or foremanship of a small plant. Would prefer Chicago as to location. I. T. U. student with excellent grades. Thirty-six years of age; sober and reliable; union; Mason.

#### Practical Craftsman and Efficiency Engineer.

(1252) A thoroughly practical craftsman of long training in shop and office seeks a connection where brains, coupled with the ability to do things, will be appreciated. Well up on cost systems, stock estimating and scientific shop management. Salary secondary. References giltedged.

#### Opportunity in the Canadian Northwest.

(1253) A high-class concern in the Canadian Northwest is looking for a crackerjack job compositor who is a student and ambitious and willing to cooperate in the new efficiency movement. The scale is \$21, but the company is willing to start a good man at \$28, with further advance if he makes good. The shop is small but growing, and the management is ambitious to produce the best grade of work; it is willing to get a man anything he could possibly

management of a small daily paper where he can boost the circulation by supplying interesting and up-to-date literary features. Good on editorial work, and can turn out special features, stories, poems, or anything necessary in that line. Familiar with customs and people of the South through association.

#### THE MAKE-UP.

"John," exclaimed the inebriated printer's wife, "when you come home in that condition at this unseemly hour I hardly know what to call you!"

"'At's awright, m'dear," cajoled the printer. "Jus' put me in the 'too late to classify' department."—Youngstown Telegram.

#### SEASONABLE.

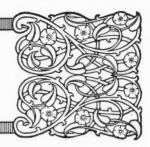
"Did you ever have a cold?" inquired the plain citizen, "that you could not get rid of?"

"No," answered the purist, "If I had I would have it now."

Thus the coolness arose.— Washington Herald.



## Trade Notes



Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

#### James H. Furman in New Quarters.

James H. Furman, the gold-ink dealer, is located in new quarters—Room 604 Hearst building, 326 West Madison street, Chicago. The removal notice announces that "We shall be pleased to shake hands with all of our friends when they find it convenient to call."

#### Printers' Union Campaigning to Enforce Laws.

Montana has a statute prohibiting county officials from giving contracts for work to foreign firms, and the typographical union at Great Falls has taken steps to enforce the law in the hope of compelling officials to purchase county supplies from Montana business houses.

#### Linograph Company May Build at Davenport.

It is reported that representatives of the Linograph Manufacturing Company, of Minneapolis, recently visited Davenport, Iowa, with a view to securing a site for the establishment of a factory in that city. The Linograph is a typesetting machine which casts a solid slug like that of the Linotype, and is similar in appearance to the latter machine.

#### Massachusetts Printer and Editor Retires.

After a continuous service of twenty-five years as printer and editor at Ware, Massachusetts, R. E. Capron has sold the Ware River News and the general printing business connected therewith to Osman L. Haven, of Worcester. Mr. Haven is a practical printer and newspaper man of wide experience. For ten years he was in charge of the mechanical department of the Worcester Evening Gazette, and is eminently fitted to continue the splendid business established by Mr. Capron.

#### First Aeroplane Catalogue.

What is claimed to be the first aeroplane catalogue issued in the world has just come from the presses of the Corning Printing Company, publishers of the Leader Press, Corning, New York. The book has thirty pages and contains more than fifty illustrations. It is issued by the Curtiss Exhibition Company, and is entitled "Curtiss Aeroplanes." The book gives a brief history of aviation in this country, beginning with the first flight made in America.

#### Canada to Have School of Printing.

The provincial government of Quebec is to be petitioned by the printers of that province to establish a school of printing. This fact was brought out at the recent Cost Congress for Printers of Eastern Canada, held at Toronto in February. Sir Lomer Gouin, Premier of the Province, who has been approached on the matter, has promised that if the printers of Quebec as a body want such a school, and will ask for it, he will see that they get it. The Printers' Board of Trade at Montreal has a committee at work pro-

moting and developing a technical-school plan. The initial cost of establishing the school is expected to be about \$35,000.

#### Arisen Out of Its Ashes.

"Patience, Virtue, and Industry," form the motto of the Tucker Printing House, of Jackson, Mississippi, which was destroyed by fire some time ago. The house announces on a handsomely engraved card, embellished with a gold embossed phoenix, that "it has arisen out of its ashes and is ready for all comers." With such a motto, as Carlyle would say, "it will go far."

#### A "New Home" Brochure.

Fred W. Bott, manager of the Southern branch of the Mergenthaler Linotype Company, is sending out a handsome brochure in illustration of the company's new home at New Orleans. The front cover-page shows an exterior view of the building, the back cover showing an illustration of "The Last Word in Mechanical Composition"—a Model 9 Linotype. The interior views are of the general offices, the parts department, the matrix department, the school of instruction, and the machine-shop. A cordial invitation is extended to every one to visit and inspect the new quarters.

#### Wants Printing-office Declared Nuisance.

Mrs. Margaret Leader, of Reading, Pennsylvania, has rushed into court with the request that the office of the Cutler Printing Company be deemed a nuisance, and the owner restrained from operating it. The management had the presses and other machinery geared to a profitable basis, when the complaining next-door neighbor alleges her premises were made to jar and vibrate so much that an ornamental lamp-shade and an image were broken. Mrs. Leader also alleges that her health is being injured by the printer's activity. Pity the poor printer! His name is Job. If his machinery is idle he has heart disease, and if it is busy they want to declare him a nuisance.

#### Typographical Unions Watching Trade Education.

The Buffalo (N. Y.) News says President Kinskey, of the local typographical union, publicly urged all trade-unionists to attend meetings of the New York State branch of the National Society for the Promotion of Industrial Education, recently held in that city. Mr. Kinskey is quoted as saying he had only words of praise for the vocational schools and their methods, and as expressing the opinion that "The work of vocational schools in determining the qualifications of a boy as to what line of industry he is best fitted to enter will go a long ways toward solving the apprentice question."

In Boston the union is protesting against the appointment of a nonunion man as instructor, while the officers of Rochester Typographical Union have publicly indorsed the method of testing the efficiency of candidates for instructorships in the printing-trade schools being grafted on the public-school system of that city.

#### Chicago Concern Gets Strong Aid.

F. G. Browne, for the past ten years manager of the publishing department of A. C. McClurg & Co., and a director in that company, has assumed the duties of president and general manager of the Frederickson Company, Chicago, manufacturers of art calendars for advertising purposes. Mr. Browne's executive experience and knowledge of all matters pertaining to printing fit him in a peculiar way for his new position, and his many friends in the trade will wish him success.

#### Battle Creek Company Organizes "Push Club."

Better service for the customer and more intelligent cooperation between departments are the aims of an organization known as the "Gage Push Club," formed by the foremen of departments of the Gage Printing Company, Quartette, and William A. Evans, of the sales department, and C. Frank Hilty, of the auditing department, entertained with vocal selections. Addresses were made by Mr. Alling, Professor Hower, Albert H. Seyler, Joseph H. Buerger, Jr., and Thomas K. Cree, Jr.

A general good time was had by everybody—the songbook of the company inviting all to get in tune with the spirit of the times and with the enterprise of the big paper

#### Big Detroit Concern in New Home.

John Borman & Son, printers, designers, engravers and binders, Detroit, Michigan, recently sent out a handsomely printed announcement of the company's removal to its new home at the corner of Fort and Second streets. The building is of steel and brick construction, four stories high, and contains upward of forty thousand square feet of floorspace. New equipment, including the latest labor and time saving devices, has been added to every department, the machinery being driven by individual motors. The Borman



THE "GAGE PUSH CLUB" AT DINNER.

Limited, Battle Creek, Michigan. The club holds meetings once a month, or oftener if necessary, to consider the various problems that arise in connection with the manufacturing details of a great printing establishment. In this way any obstructions that may bob up from time to time are cleared away, and the whole institution kept in a harmonious, smooth-running condition. In noting the work of the "Gage Push Club," the Battle Creek Enquirer says that "many other manufacturers could learn a very useful lesson, and undoubtedly realize equally evident advantages, by effecting similar organizations in their plants." Fred W. Gage and Thomas C. Morgan are president and secretary, respectively.

#### Alling & Cory Co.'s Employees Dine.

Employees of the Pittsburgh division of the Alling & Cory Company, the big paper-dealers, held their annual dinner on February 22 at the Fort Pitt Hotel, Pittsburgh. Joseph E. Stevenson, sales manager, acted as toastmaster. A line in the program stated that "Our ladies are being entertained at the Alvin Theater this evening." Joseph T. Alling, of Rochester, New York, president of the Alling & Cory Company, and Prof. H. S. Hower, of Pittsburgh, were the guests of honor. The Warehouse Department

Company is one of the oldest in the country, having been established in 1859, and yet it displays the vigor and enterprise of youth.

#### State Printing Office Puts in Cost System.

Friend W. Richardson, who a few months ago succeeded W. W. Shannon as State Printer of California, has revolutionized conditions in the State printing plant. Mr. Richardson has applied to the management of the plant the same principles which are effective in well-conducted private business concerns. Speaking on this point at the recent Printers' Cost Congress at Los Angeles, he said: "I am trying to run the State printing-office on a business basis, the same as I would a private concern. The first thing I started in to do was to weed out the incompetents, and thus far we have dismissed forty-eight. All the drunks have been turned off. I gave orders to the foreman that if a man showed up for work intoxicated he should be dismissed. There was one man in the office who had been discharged eight times, but each time he had got back by a pull. That was just one instance.

"Through the Denham cost-finding system, which is in use by the principal job printers of the bay district, we know with scientific accuracy the cost of every piece of work, and if it is costing more in any department than it should, that can be remedied. There is no longer any guesswork about it. Formerly, it was all guesswork."

The value of the State printing plant is placed at \$300,000, and there are from 125 to 200 employees. The introduction of a cost system will undoubtedly go a long way toward stemming the tide of inefficiency, extravagance and looseness of management which is said to have characterized former administrations of the institution.

#### New Office for Walter Scott & Co. at New York.

After May 1, the New York office of Walter Scott & Co., the press manufacturers, will be in the Metropolitan Life building, Twenty-third street and Madison avenue. The location is an ideal one, and is very easily found, as the building is well known throughout the country. Printers, publishers and lithographers yisiting New York are cordially invited to call and make it their headquarters while there. Members of the trade in New York are also invited to call at any time.

#### Holyoke Company Appoints New Representatives.

James A. Lemmon and Lawrence B. Robbins were recently appointed the middle western representatives of the American Writing Paper Company, of Holyoke, Massachusetts. The company's interests heretofore were in charge of A. N. Forsythe, with offices at 708 Western Union building, Chicago. Mr. Forsythe had served the company in this capacity since 1900, recently resigning to take up other work. Mr. Lemmon and Mr. Robbins will conduct the business from the office occupied by Mr. Forsythe.

#### "Printers' Trust" Indicted.

Indictments were returned on February 23 against the Printers' Credit Association, of Des Moines, Iowa, and D. E. Moon, H. W. Dickey and Walter Russell, by the Polk County grand jury. The two first-named gentlemen are, respectively, president and secretary of the association, and Mr. Russell is a former secretary of the organization. The indictments charge illegal combination in restraint of trade. It is said that if the case against the association is won by the prosecution, indictments against individual firms will follow.

#### Chicago Union Official Acquitted.

Last September W. J. Boener and Samuel Olsen were arrested charged with being implicated in the murder of Rush V. Denon, who, in January, 1911, was "slugged" so severely that he died. Mr. Olsen was subsequently released, but Mr. Boener, who was formerly organizer of Chicago Typographical Union, was held for trial. It occupied the attention of the court twenty-four days and resulted in the acquittal of the accused. A handsome reward was offered for the conviction of the murderer and a private detective agency became interested in the case. A degenerate former prize-fighter testified he had received money from Boener as pay for "slugging" nonunionists, and had paid other thugs portions of this for committing the assaults. The chief thug and his pals were granted immunity, but their testimony was not corroborated.

The prosecution failed to show that union funds were used for the slugging purposes, though this was the implication underlying the suit. The defense alleged that a jealous woman proofreader was at the bottom of the assault on Denon. It also showed that deceased had made application for membership in the union, and had been used by the Organization Committee as a spy in nonunion offices. On the theory that the organization was being hit through a

former official, Chicago Typographical Union defrayed the expenses of the defense, which are said to have amounted to nearly \$20,000. Mr. Boener's acquittal was confidently expected even by those members of the union who were most severe in their criticism of his administration of his office.

#### Printers Carry Full-page Ad. in Daily Paper.

R. H. Connor & Co., 199-201 Pearl street, Buffalo, New York, a printing concern which makes small jobwork a specialty, carried a full-page advertisement in the Courier, of that city, recently. "New Standard of Printing Service" was the key-line of the advertisement. The term "New Standard" might also be applied in noting that a full page in a daily newspaper was used to advertise the business of a printing concern making a specialty of small jobwork. The advertisement was well written, and should have attracted the favorable attention of buyers of printing. Under the subheading "Quality," a paragraph reads:

We have invested in fresh, new type with a complete assortment in style and sizes; we have the best job presses; we have all kinds of other machines—all so that every customer, no matter how exacting his requirements, may be thoroughly satisfied as to the neatness, display and clearness of the job. In addition, we have the "know-how" knowledge of our managers and foremen plus intelligent and trained typesetters and pressmen. If there's anything in equipment we lack, we'll get it if it will help us to better satisfy you.

Touching on the question of prices, under the subheading "Fair Cost," the firm makes a strong plea, as follows:

We believe in fair prices — in knowing what a job will cost and adding to it our legitimate profit. But we can figure low; our rent charge is cut one-half because we use one plant night and day; our investment is one-half because two shifts use the same equipment; our overhead is less because we all work, and it's our money, not some one's else, we have invested. Don't think we are price-cutters — we are service printers, believing simply in prices alike fair to ourselves and to you.

The advertisement was illustrated with half-tones of three interior views of the plant and of R. H. Connor and three other members of the firm.

#### \$5,000,000 Publishing and Engraving Merger.

According to the New York World, of March 11, William J. Morrison, an English promoter, who is said to be the agent of Baron Von Oelgar, has completed the formation of a syndicate which is to take over twenty of the largest publishing, engraving and electrotyping concerns in the United States. Samuel H. Wandell is named as the syndicate's American legal representative. This gentleman is quoted as saying that "It would be inadvisable at this time to give out the names of the firms who are to comprise the American end of the syndicate." He declared, however, that Mr. Morrison had sailed for England with signed contracts in his pocket, and that \$5,000,000 was involved in the merger. "The syndicate, to be known as the International Press," says the World, "has been formed to restrict undue competition, place prices upon a staple footing, and economize by reducing the cost of production."

The plan of consolidation makes the owners of the selling firms the branch managers of the International Press, with substantial salaries. In return they agree not to engage in the publishing business east of the Mississippi river, except in the State of Florida, while they are in the employ of the syndicate, or for ten years thereafter. They also agree not to sell the syndicate stock for at least two years. The object of consolidation is set forth by Mr. Wandell as follows:

"It is the belief of the English promoters and American business men that the formation of the syndicate will be of vast benefit to publishers and the public generally. Up-todate business methods will be employed, and the cost of production will be greatly decreased. It will be possible to buy stock in much greater quantities, and therefore at reduced cost, and orders can be placed much more advantageously than under the present method.

"At the present time there is no such thing as stability as regards prices, and competition is most severe. A publishing house will take an order at an actual loss to prevent it going to a rival, and will then attempt to make up the deficit by charging some unsuspecting customer an exorbitant price for some inexpensive job. The trade had been greatly unsettled because of these facts, and the publishers welcomed an opportunity to combine."

It is stated that as soon as expert accountants have examined the books of the selling concerns, in order to determine the amount each is to be paid, a public announcement will be made.

#### Book of the Goss Comet Flat-bed Web Perfecting Press.

An unusual novelty is being distributed by the Goss Printing Press Company, in the form of a miniature book containing twenty-eight pictures of the Goss Comet Flatbed Web Perfecting Press in action. By flipping the leaves rapidly, the illusion is given of the press in motion—simulating a moving-picture exhibition. The scheme was undertaken as a matter of pastime by Paul F. Cox, the patentee of the Comet Press, the effect being produced by taking snap-shots of the Comet while the press stood at different positions. The company will soon mail one of these books to each daily newspaper in the United States and Canada.

#### Uncle Sam and His Printers.

With an election pending, the solons at Washington are talking a lot about economy, and of course the Government Printing Office is to be "reformed" again, according to press dispatches. As a matter of fact, it is not the management of the office that will be affected, but rather the amount of work it is required to do. Senator Smoot, of Utah, is leader of the committee on printing, and says Congress is determined to cut down the printing and mailing of useless government publications. There are ten million documents stored away in the government printery, which the Senator estimates shows a loss of \$5,000,000. The total loss from overprinting or defective distribution he estimates at \$25,000,000.

The controversy about using power or hand presses in the Bureau of Printing and Engraving has been quieted by a compromise, and the committee contemplates increasing the wages of pressmen 5 cents an hour, the present scale being 50 cents.

#### A Notable Epitome of Progress in the South.

Baltimore is rapidly putting itself on the printing-world map, and several houses in the Maryland city are now sending out commercial work of the finest quality. The thirtieth anniversary number of the Manufacturers' Record proves Baltimore's right to a place among the elect of printerdom from the standpoint of size, quality and financial result, as we note an extra six per cent dividend has been declared as a consequence. There are 260 14% by 101/2 pages, including a handsome cover-page by Goudy, half-tones, advertisements and tabular work, all done in first-class style. The publication is itself an exposition of the subtitle of this number - "Thirty Years of Southern Uplifting." When the Manufacturers' Record first appeared it was a section of a four-page weekly. It now averages 132 pages, with an advertising patronage of about 100 pages. Always under the editorial and managerial supervision of Richard H. Edmonds, the Record has been a

firm believer in and steadfast advocate of the South. This birthday edition demonstrates in a truly wonderful way how well-formed was the faith of the *Record*. Few there are who would not be amazed at the development of the South as graphically portrayed in this publication, which contains statistical and other matter sufficiently important to make it valuable as a work of reference. The volume was printed by the well-known Fleet-McGinley Company, and reflects credit on its ability to handle a big job in a satisfactory manner.

#### Another Richmond in the Field.

Using three colors and old English spelling to do it, the M. A. Arnold Printing Company, of Kansas City, Mo., announces that it has purchased the plant of B. F. Cobb, of that city, and will continue the business. The firm's initial announcement is designed to make the new firm's name linger in the minds of the reader.

#### New Secretary for Chicago Franklin Club.

The executive committee of the Chicago Ben Franklin Club, under the leadership of President John J. Miller, has determined to devote the major portion of its energies to the installation of cost systems. The resignation of George E. Wray has been accepted, and in selecting his successor that idea was kept in mind. Grant Chandler, the new secretary, has been engaged in that business, installing many systems in and around Chicago. He intends to devote his time mainly to assisting Chicago printers to increase their business efficiency, and, as an aid, a small bulletin will be issued.

At the monthly dinner of the Club, on March 21, resolutions in appreciation of former Secretary Wray's splendid services to the organization and to printers generally, were introduced by William C. Hollister and adopted by a rising vote.

W. H. French, of Barnhart Brothers & Spindler, and Karl D. King, a casualty-insurance expert, were the chief speakers at the meeting.

#### OLD ENGLISH COLOR-PRINT EXHIBIT.

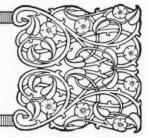
Chicago collectors and lovers of color-prints had the pleasure of reviewing a rare collection of Old English color-prints, exhibited at the Blackstone Hotel during the week of March 18-23. This collection is from the house of Ackermann & Son, 191-203 Regent street, London, and embraces a choice collection of the beautiful Ackermann hand-colored reproductions of famous sporting and coaching prints and other work of well-known artists of the latter part of the eighteenth century. A number of fine mezzotints in color, by Sydney E. Wilson, drew the attention and praise of every visitor. These are made from engraved plates, through the application of color, by those skilled in the work, and a very limited number are produced. The beauty of these plates by comparison makes all modern reproductive processes appear crude and unfinished. It is to be regretted that mezzotints are now so rarely used for book illustrations.

The house of Ackermann was established in 1783, and is recognized by connoisseurs and collectors as standing for the highest quality in color-prints. This exhibit is the first shown in Chicago of a representative collection of the genuine color-prints of the eighteenth century, so prized for their beauty and rarity.

The exhibit was under the personal charge of Bert R. Smith, special representative of Ackermann & Son, and Frank M. Morris, of the Morris Book Shop, Chicago.



# Obituary



#### Albert J. Barr.

Albert J. Barr, formerly publisher of the Pittsburg *Post*, also of the *Sun*, and a former director of the Associated Press, died suddenly at the Duquesne Club, Pittsburg, on February 24.

#### Charles L. Deardorff.

Charles L. Deardorff, superintendent of the Record Company, St. Augustine, Florida, died on March 12 at his home in that city. The deceased was highly esteemed in his community and especially among those with whom he was associated in the Record Company.

#### Peter S. Mc Lean.

Peter S. McLean, connected with the Picton (Ont.) Times for twenty-seven years, and sole proprietor of the paper since the death of his father—John W. McLean—in 1900, died at his home in Picton on February 14, of pneumonia. Mr. McLean was an honored citizen of his community and one of Ontario's successful newspaper men.

#### James Pritchitt.

James Pritchitt, vice-president of the American Label Company, New York city, and one of the best-known lithographers in this country, died at his home in Cypress Hills on March 11. Mr. Pritchitt is said to have been the first man to run a steam lithographing press in Brooklyn, and was known as an authority in lithography. He was sixtyeight years old and was a member of many fraternal societies and other organizations.

#### Charles P. Parsons.

Charles P. Parsons, for fifteen years Western representative (with headquarters at Chicago) of the T. W. & C. B. Sheridan Company, manufacturers of bookbinding machinery, died at his home in Wilmette, Illinois, on February 27, age forty-two years. Mr. Parsons is survived by his wife and one child, a daughter of nine years.

W. J. Wright, Jr., who has been assistant to Mr. Parsons for the past twelve years, has succeeded to the management of the Chicago office.

#### Elihu Howard Geer.

Elihu Howard Geer, one of the best-known and oldest printers of Hartford, Connecticut, died suddenly on February 21 at his home in that city. Mr. Geer was born in East Hartford on June 30, 1840, and was the son of the late General Elihu Geer, who founded Geer's Directory of Hartford about seventy-four years ago. He learned the printing trade with his father, General Geer, in the building still occupied by the Hartford Printing Company (of which the deceased was secretary), and had worked in this one building for fifty-three years. From the time of his apprenticeship until his death he was connected with the business established by his father with the exception of a few months during the sixties, when he worked for Rand, McNally & Co., the Chicago printers and publishers. Mr. Geer was a

veteran of the Civil War and was a member of several army veteran organizations. He was also prominent in Hartford's business circles. He is survived by his wife and nine brothers and sisters, two of his brothers — Everett Shelden and Erastus E.— having been associated with him as executive officers of the Hartford Printing Company.

#### HIGHER POSTAL RATES UNNECESSARY.

"When the rate for second-class mail matter was reduced from about three to one cent a pound in 1886," says Wilmer Atkinson, of the Farm Journal, in an interview in the Philadelphia Bulletin, "the Postal Department had been receiving 77 cents annually per capita of the population.

"At that time, the second-class mail matter totaled 109,000,000 pounds. It is now 893,000,000 pounds, and the per capita revenue has been increased to \$2.53. This increase in the per capita revenue is a formidable argument against higher rates. It knocks the stuffin' out of the proposition for an advance in the rates. It has been called to the attention of those who have proposed the higher rates, but has never been answered."

Mr. Atkinson says that George Washington once recommended that the public press be carried through the mails free. He predicts many protests all over the country against the proposition to increase the rates now.

"Lower the rates rather than raise them," contends Mr. Atkinson, "and the second-class mail will increase. There is not the slightest evidence that an injection of second-class matter into the postal circulation has a tendency to increase deficits. Rather it decreases them. The fact that an increase of second-class matter does not cause an increase of deficits was discovered and commented upon by the expert accountants who made the investigation for the Penrose-Overstreet Postal Commission.

"It has been repeatedly declared officially that secondclass matter originates large quantities of other classes of mail

"This entire thing is all wrong; it is going backward; it is stepping on the coattails of progress. Who is to blame? Why, the postoffice officials. They haven't taken a broad view. They are sincere, but mistaken.

"Deficits have been announced from time to time by the Postoffice Department. Well, what has made those deficits? They have kept increasing salaries, and, of course, have increased the service as they got the revenue. Also, three or four years ago the Postoffice Department, it was officially announced, carried about \$20,000,000 free for other departments. If that \$20,000,000 had been paid in postage I do not think there would ever have been any deficit noticed. There never was any real deficit, it was merely a matter of bookkeeping.

"Here is another side of the question. This proposed doubling in rates will in reality be a doubling in tax, and the people will have to pay it."



This department is exclusively for paid business announcements of advertisers, and for paid descriptions of articles, machinery and products recently introduced for the use of printers and the printing trades. Responsibility for all statements published hereunder rests with the advertiser solely.

#### BURGER ENGRAVING COMPANY.

Announcement is made of the consolidation of the Eiser Engraving Company and the Rose-Gates Engraving Company, of Kansas City, Missouri, under the title of Burger Engraving Company, Eighth and Wyandotte streets, Kansas City, Missouri. The combination includes the entire equipment and organization of the merging companies, including the sole rights to the "acid blast process" of engraving now admittedly the acme of efficiency for half-tone, zinc and color-plate etching. The Burger Engraving Company have, by the consolidation, secured a large staff of highly skilled artists, and in all departments are equipped for the execution of high-grade work and to render exceptional service.

### A. T. PATTERSON, WESTERN MANAGER OF THE AUTOPRESS COMPANY.

A. T. Patterson, for over eleven years connected with the Chicago Branch of the American Type Founders Company, with an extensive acquaintance in the printing



A. T. PATTERSON,
Western Manager of the Autopress Company.

trades—and familiarly known as "Pat" in twenty States—has been appointed western manager of the Autopress Company, with headquarters at 431 Dearborn street, Chicago. Mr. Patterson, who is a practical printer of unusual ability, succeeds O. M. Drebert, transferred.

#### PRINTING CLOTH BAGS ON THE NEW ERA PRESS.

A number of excellent samples of printing on cloth bags have been submitted by Mr. Henry Drouet, sales agent of the New Era Press, Marbridge building, Broadway and Thirty-fourth street, New York. The immense quantity of bags required for salt and other commodities on which trade-marks, lettering, or other matter requires to be printed, is a problem for the manufacturer as well as for the printer. The samples submitted are printed in two colors, strong and of full color and fine distribution, and are an additional proof of the ability of the New Era Press to meet all the demands made upon the printer in the way of unusual and special work.

#### IDEAL GUMMED PAPER.

For years printers have racked their brains for a reasonable way to print the ordinary or "curling" gummed paper, but without avail. Finally a "noncurling" gummed paper was placed on the market, which has solved the trying problem for the printer. The Ideal Coated Paper Company, Brookfield, Massachusetts, are pioneers in America in "noncurling" papers, and make a specialty of this grade. Besides this they furnish gummed cloth and paper tape for every purpose. The Ideal Coated Paper Company have an extensive factory in Brookfield, Massachusetts, where their various products are manufactured. A sample-book of all their grades of paper in the various colors will be sent to printers on request. They make a white-coated enamel paper that equals the best grade produced abroad. It has exceptional qualities for printing and litho work in colors. It will not crack with high-relief embossing, which makes it an "ideal" stock in reality. They will furnish particulars regarding any grade of stock carried and show the adaptability to needs of the printers.

### CATALOGUE BINDING WITH WIRE VERSUS SILK STITCHING.

The growing demand for durability and more attractive finish in higher-grade catalogues and booklets calls for hand silk stitching. This tedious operation in the past has always been a drawback to the printer, mainly because the irregular call for this work did not warrant the retaining cf expert hand stitchers, usually not available when wanted. Hence delays in completing the last operation greatly biased the printer in recommending silk stitching to his customers.

This drawback has been overcome by the introduction of the Roberts Silk Stitching Machine, built by the Mecca Machinery Company, Incorporated, 85-87 Adams street, Brooklyn, New York, of which Mr. Roberts, the inventor, is treasurer. The machines are substantially built, giving excellent satisfaction to the concerns who have purchased them and are jealously guarded, we believe, for the purpose of protecting the price of hand stitching. The time is at hand for the production of properly bound catalogues and booklets, which have heretofore been stitched with wire only. In order to keep a catalogue of heavy coated stock

together it is absolutely necessary to have a stitch of some soft material, owing to the quantity of clay in the paper

used for this purpose.

Not being entirely satisfied with the high prices paid for silk and the poor substitutes that have been used heretofore, H. L. Roberts & Company have succeeded, at no little expense, in producing an excellent imitation of real silk (all shades), known as Near-Silk, which they carry in stock. The orders they have been receiving from the very best concerns for both machines and Near-Silk demonstrate that their efforts have been appreciated.

### WESEL ELECTRIC HEATER PNEUMATIC MATRIX DRYING TABLES.

The F. Wesel Manufacturing Company, of New York and Brooklyn, are very busy filling orders recently received for a number of their Electric Heated Pneumatic Matrix Drying Tables. These tables fill a long-felt want of the larger newspapers, where matrices must be prepared within the shortest possible time.

In view of the approaching baseball season and the presidential election, newspaper proprietors contemplate that the coming season will be an unusually busy one, and the desire to be prepared in advance has induced the business managers to install the Wesel Pneumatic Matrix Drying Tables, so as to be better prepared for the emergencies.

### KEYSTONE'S NEW ILLUSTRATED CATALOGUE OF STEEL PRINTING-PLANT EQUIPMENT.

In design and general construction, printing-plant equipment had followed the same general lines for generations until the rapid advances in the printing industry during the past fifteen years made changes absolutely necessary. While these changes vastly improved the former conditions, it was evident that the equipment was still lacking very much in efficiency and that something better would have to be devised.

The Keystone Type Foundry, of Philadelphia, recognizing this want, employed a corps of printing efficiency experts and draftsmen in 1909, and then designed, manufactured and commenced offering to the printing trade the first steel furniture for printers ever constructed. Such was the success of this original, modern, fireproof, sanitary, space and money saving furniture, that larger quarters were soon required. To meet the demand, the Keystone built its factory at Chester, Pennsylvania, which was completed early in 1911. This building is three stories high, 60 feet wide and 200 feet long; is fitted up for the manufacture of steel furniture exclusively, and is as modern as present-day machinery and methods permit. Many of the machines and tools used in the construction of this product were designed and built to special orders, for the purpose of turning out these goods right.

A complete catalogue of 92 pages, handsomely illustrated and showing many of the more generally used pieces, has just been completed. It is the first catalogue ever issued showing modern printing furniture constructed of steel, and no employing printer, who desires the highest efficiency in his plant, should fail to obtain a copy. This catalogue has been mailed to all customers of the Keystone who have a complete specimen-book, and will be forwarded to others interested in this modern equipment, if a request for one is sent to the Keystone Type Foundry, Ninth and Spruce streets, Philadelphia, or any of their houses in New York, Chicago, Detroit, Atlanta and San Francisco.

#### LOUIS D. STOCKING BECOMES ADVERTISING MAN-AGER FOR NEENAH PAPER COMPANY.

Louis D. Stocking, who for the last four years has been advertising manager of the Shaw-Walker Company, recently resigned that position to engage in a larger sphere of activity, and is now the advertising manager of the Neenah Paper Company, of Neenah, Wisconsin.



LOUIS D. STOCKING.

In assuming his new position Mr. Stocking brings with him a ripe experience in all matters pertaining to the advertising field; his training with such a representative concern as the Shaw-Walker Company has fitted him admirably for the bigger opportunities, and he is certain to make good in every sense of the word in his new environment.

#### EAGLE PRINTING INKS FOR MULTICOLOR PRINTING.

The increasing demand for color effects by publication printers has made the use of the multicolor presses necessary. The element of time has also made it necessary that these presses should print colors superimposed, working over each other while still wet, and, at the same time, show a result equal at least to dry printing. The Eagle Printing Ink Company, 24 Cliff street, New York, and 705 South Dearborn street, Chicago, have perfected inks which can be printed over each other wet, and which retain their full color value when used in two, three or four color printing. The success of the product is shown in the results obtained from the four-color presses in many of the largest publication companies, such as the Sears-Roebuck Company, the Butterick Publishing Company, Curtis Publishing Company, F. M. Lupton, Incorporated, and Charles Schweinler Press.

#### DISTINCTIVE COVER AND BOND PAPERS.

Handsome samples of "Strathmore Quality" Adirondack Cover are being distributed by the Union Card & Paper Company, 45 Beekman street, New York. The sample-book shows the beautiful effects that can be produced by the combined use of good covers and good printing.

The same firm is also distributing samples of a new weight, 22 by 34 — 48-pound in Wild Grass Bond, the handsomest, most unique and distinctive paper made.

#### H. C. HANSEN TYPE FOUNDRY'S NEW YORK BRANCH.

The New York branch of the H. C. Hansen Type Foundry is now established at 535-537 Pearl street, corner of Elm street, and near Broadway. Mr. Otto E. Zimmer, the manager of the branch for the past eight years, is welcoming visitors to the new quarters in the new C. & M. building. The display of modern machines and material for an



NEW YORK BRANCH, H. C. HANSEN TYPE FOUNDRY.

up-to-date printing-office is doubly interesting from the fact that the latest and best have been installed. Several new inventions never heretofore shown, the creations of Mr. H. C. Hansen, the proprietor of the foundry, are included.

Note the accessibility of the new location: One block from Broadway, one block from subway station, one block from the city hall, one block from new municipal building.

### POTTER PRESSES IN THE GOVERNMENT PRINTING OFFICE.

The Courier-News, of Plainfield, New Jersey, under date of March 5, 1912, announces that the Potter Printing Press Company, of Plainfield, has just installed in the Government Printing Office at Washington a new rotary printing-press, which the Government printers call a "Speech Press," as it is designed primarily to print speeches of the national legislators.

This press takes a roll of white paper, and from it can produce twenty thousand speeches, of sixteen pages each, every hour, printed, cut, folded and wire-stitched, ready for distribution.

Some of the officials of the Government Printing Office say it is the finest press ever installed there.

The Potter Company will ship this month another press specially designed by them for producing in great quantities blank forms used by the various departments of the Government. It will produce single, duplicate, triplicate or quadruplicate forms, each printed on a different colored paper if desired.

This last press will be the sixteenth press in the Gov-

ernment Printing Office which the Potter Company has supplied, in addition to seventeen special presses in the Bureau of Engraving and Printing. The Potter presses now print all the Government postal cards, all the money orders and the blanks for the registered-letter department, in addition to the agricultural reports and bulletins, which are printed on the "speech" and "document" presses.

The presses in the Bureau of Engraving and Printing print the numbers and seals on all the national banknotes. It is estimated that these presses save the Government annually about \$150,000, or about three times their cost.

#### THE THOMPSON STATIC NEUTRALIZER.

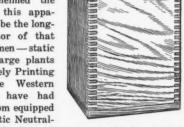
Few of the many devices which have appeared on the market from time to time have met with the instantaneous approval and ready adoption which has been accorded the Thompson Static Neutralizer, an apparatus recently invented for removing static electricity from printing paper.

The first neutralizer of this kind was placed in a Chicago printing-office early in November of last year, and,

after two months of experiment and improvement, was pronounced ready for the market.

During the month of January fifty Chicago printing plants installed Thompson neutralizers, and the request for them has taxed the efforts of a large force of installation experts to supply the demand.

A veritable avalanche of orders has overwhelmed the manufacturers, as this apparatus has proven to be the long-sought-for eradicator of that enemy of the pressmen—static electricity. Such large plants as that of the Blakely Printing Company and the Western Newspaper Union have had their entire pressroom equipped with Thompson Static Neutral-



izers, while others who have heretofore used other devices have discarded them and installed this, the latest and most effective one on the market.

This apparatus has been successfully adopted on web presses, folding machines, auto presses, Harris presses, as well as all makes of flat-bed machines, both front and back delivery, and can be attached and used with both fly and sheet-delivery mechanisms. It positively removes electricity from all kinds of stock and works so successfully that it gives promise of superseding all other devices.

The simplicity of the apparatus is, to some minds, its greatest drawback, as past experience with complicated electrical equipments has prejudiced them. The Thompson Neutralizer, however, is designed in accordance with strict scientific principles, and is as unfailing in its operation as any law of nature. It consists of a collector for the static charges in the paper, so arranged that each sheet, as it leaves the cylinder, passes over and comes into contact with the collector, the metallic fringe of which gathers the small static charge and conveys it to an accumulator, where it is retained and stored. The successive charges eventually raise the potential in the accumulator until it rises above the potential of the earth, when it automatically discharges to the earth. This cycle of operations continues indefinitely while the press is running, and, as the neutralizer consumes

no current, costs nothing to operate. There is nothing to wear out or need repairing, and the ease with which any press running can be connected to any idle neutralizer further economizes expense.

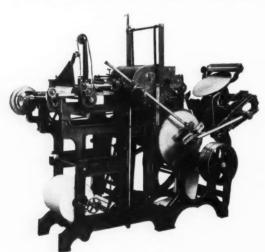
It has been the aim of the designer of this apparatus, who is John S. Thompson, the inventor of the Thompson Typecaster, to produce a device which would be of such low cost and efficiency that every printer could install it on all his presses; and revenue is looked for rather in the volume of business than from individual installations. The price, therefore, has been placed below that of any other apparatus on the market for eliminating electricity — \$25 per press.

Judging from the congratulatory letters already received from grateful customers, the Thompson Static Neutralizer seems destined to be as popular among printers as is the Thompson Typecaster, and as soon as Chicago printers will permit, the apparatus will be offered to those outside this city.

The address of the Thompson Static Neutralizer is 1645 Old Colony building, Chicago, the office being in charge of Cesare Barbieri, an electrical engineer and designer of experience in the printing-machine field.

#### THE TOLEDO WEB JOB PRESS.

A specially made, extra heavy Chandler & Price Gordon press is the foundation unit of the Toledo Web Press. It is a unit press, and prints from the roll in one or two colors, or in bronze. The units comprise a bronzing-box, a rewinder, a shear cutter, a slitting device, perforators and



THE TOLEDO WEB PRESS.

punchers, which latter are made and applied according to the special work required, and an attachment which enables printing two-color work at one operation. In bronzing, the size is put on in the usual way and the web then enters the bronzing-box, which is an absolutely dust-tight case. Here the bronze falls upon the size-printed matter and is thoroughly rubbed in by two vibrating brushes. The work passes on over two large rollers which sweep the major portion of the unused bronze into a saving receptacle. As the work leaves the bronzing-box it is cleaned of the last vestige of the unattached bronze by vibrating brushes similar to the ones used in the beginning. The bronze is so thoroughly rubbed into the sizing that the work is dry and

ready for use as soon as it comes off the press. No bronze powder escapes, no loss, no dust, no danger. The entire process is clean, sanitary and economical.

The press cuts or rewinds the paper as desired. The shear used in cutting is perfect in its work, making a smooth, clean and accurate cut of paper, cardboard or cloth. The rewinder will rewind very thin paper three quarters of an inch wide, or heavy paper, bristol board or cloth. The slitters are of the usual rotary type, and the perforator and punchers, as already stated, are made of various patterns to suit any style of work.

The paper trades are now in a position to supply any grade or style of paper in the roll, and, just as the paper manufacturer made the half-tone process a possibility, so will the paper manufacturer meet the growing demand for his product in the web, doing away with unnecessary waste in handling, feeding and expense, by placing in the printer's hands that cooperation which is the spirit of progress to-day. The Toledo Web Press is solidly and substantially built. It is simple in construction and comparatively inexpensive.

For more particulars address the Toledo Web Press Manufacturing Company, Toledo, Ohio.

#### THE DEXTER SCHOOL.

Efficiency is a watchword with many industrial institutions, although it is only in recent times that especial emphasis has been attached to the importance of methods in business offices and manufacturing establishments. A pioneer in this movement, the Dexter Folder Company, of Boston, Massachusetts, has been conducting what might be termed a school for its selling force, not simply for the purpose of acquainting the salesmen with the progress the company is making to meet modern-day needs, but to elicit suggestions from the salesmen themselves and develop new ideas looking toward more efficient service. The school is in the nature of an annual gathering at the home office. This year the sixteen men who sell Dexter machines in all parts of the country met the first week in January at Boston and carefully reviewed the new models and types of folders and feeders that have been developed for the coming year. One entire day was devoted to a thorough inspection of the factory, meeting the various department heads and having talks with Mr. Dexter.

The gathering was marked with enthusiasm, and the men returned to their posts in high spirits over the prospects for the future of their company and its products.

#### LINOTYPE COMPANY SELLS MANY TYPECASTERS.

The Thompson Type Machine Company announces the sale of Thompson Typecasters by the Mergenthaler Linotype Company to the New York Herald, New York city; the Lord Baltimore Press, Baltimore, Md.; the Kelley Typesetting Company, Topeka, Kan.; the Telegram, Toronto, Canada, and the Falcon Printing Company, New York city. The manufacturers have also recently sold typecasters to Cozzens & Beaton, Chicago, this being their second machine; Dean-Hicks Company, Grand Rapids, Mich.; Vilaplana & Arredondo, Havana, Cuba; Walter Brothers Company, Rio de Janiero, South America; Peoria Herald-Transcript, Peoria, Ill.; Rogers Addresser Company, Chicago, this being their third Thompson Typecaster.

It is claimed that there are more Thompson Typecasters now in use than any other make of typecasting machine, and preparations are being made to increase the capacity of the factory. With the fine assortment of matrices for casting display type in its libraries in Chicago and New York, and its ability to cast type from all linotype matrices, the future of the Thompson Typecaster seems assured.

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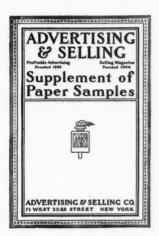
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### "ADVERTISING AND SELLING" BOOK AND PAPER SAMPLES.

Advertising and Selling magazine, which is devoted to the sales and advertising problems of manufacturers, has materially increased its value to its readers by giving them practical ideas and suggestions of how printed matter, catalogues, booklets, folders, etc., can be most effectively prepared. They have issued a "Supplement of Paper



Samples," a handsome book with a three-color embossed cover, containing samples of cover, book, bond, blotting papers and others, appropriately and attractively printed.

This book contains samples of paper made by some of the leading paper manufacturers in this country, and the inserts have been prepared by such printers as Chasmar-Winchell, Trow Press, Munder-Thomsen Company, Electro Tint Engraving Company, etc. This book is valuable to any printer or advertising man, and should be in every manufacturer's library. Further information on the subject can be obtained from the publishers in New York.

#### A STANDARD PAPER-TESTER.

The Mullen Paper-tester, made by B. F. Perkins & Son, Incorporated, Holyoke, Massachusetts, is a machine that automatically and accurately registers the strength of paper in pounds to the square inch by a scientific application of hydraulic pressures. This machine is as indispensable to the buyer and user of paper as the telephone and typewriter are to the average business man. To the printer and paper-dealer it is an absolute essential if either is to know definitely the value of the goods he sells and uses. The Mullen Tester is a simple and accurate means of determining any variation in a given stock or the relative value and strength of two or more kinds of stock, and, as the mechanical principle is simple, there is no chance for variations in the tests through friction or lost motion of the parts. The direct pressure is distributed uniformly over the whole area under test, and thus feels out the very weakest point in the stock. The United States Government, when calling for bids on paper supplies for the various departments, always specifies definite requirements for each grade in terms of the Mullen test. This plan is adopted by His Majesty's India Office, the New South Wales Government, and the Chinese Bureau of Engraving and Printing. One of the highest indorsements comes from the Freight Classification Committees, whose rules state that every fiber or corrugated-board packing-case to obtain the lowest freight rate must bear the manufacturer's stamp certifying that the board has a certain definite strength per square inch, Mullen test.

The regular size Mullen Tester is fitted with a gage registering up to 160 pounds per square inch. The dial may be made to register in kilograms per square centimeter, with a maximum reading of ten kilograms per square centimeter. If a machine is desired for testing only lightweight papers, such as news or tissues, a gage of lower register may be used, such as eighty pounds, forty pounds or twenty pounds per square inch, maximum reading. The Jumbo Mullen Tester is a larger size of the regular Mullen Tester, and is used to test boxboards, corrugated packingcase boards, textile goods of all kinds. This size is regularly filled with a gage registering up to three hundred pounds per square inch (or twenty kilograms per square centimeter). For heavier work a higher registering gage will be furnished up to one thousand pounds per square inch. For particulars regarding the use of these machines write B. F. Perkins & Son, Incorporated, Holyoke, Massachusetts.

### WILLIAMS-LLOYD CO. SELLING AGENTS FOR RELIANCE PROOF PRESSES.

Announcement is made by Paul Shniedewend & Co. that they have completed arrangements with the Williams-Lloyd Machinery Company for the exclusive selling agency of the Reliance Engravers' Extra Heavy Proof Presses.



The B. H. Studios, 1104 No. 6 Beacon street, Boston, Mass., are sending this young gentleman to announce that they are prepared to throw the white light of public interest in behalf of their clients.

PORTE'S "Practical Cost System for Small Printing Offices" is sold by The Inland Printer. It is a simple system, without frills, designed for "small" printers and country publishers. The price is \$2.

### THE INLAND PRINTER

A. H. McQuilkin, Editor

Published monthly by

### THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

Vol. XLIX.

APRIL, 1912.

No. 1.

THE INLAND PRINTER is issued promptly on the first of each month, aims to furnish the latest and most authoritative information on all mat relating to the printing trades and allied industries. Contributions are solic and prompt remittance made for all acceptable matter. Contributions are solicited

#### SUBSCRIPTION RATES

One year, \$3.00; six months, \$1.50, payable always in advance. Sample copies, 30 Cents; none free.

Subscriptions may be sent by express, draft, money order or registered letter.

Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.— To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made

through the onited states and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

#### ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise un. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

#### FOREIGN AGENTS.

FOREIGN AGENTS.

JOHN HADDON & CO., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & CO. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & CO. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & CO., 109 Farringdon road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

E. T. WIMBLE & CO., 87 Clarence street, Sydney, N. S. W.

G. HEBELER, Nürnbergerstrasse 18, Leipsic, Germany.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & CO. (Limited), Cape Town and Johannesburg, South Africa.

Africa.

Jean Van Overstraeten, 3 rue Villa Hermosa, Brussels, Belgium.

#### WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.

#### AGENCIES.

THE UNDERSIGNED solicits agencies with sole control for Great Britain of American machinery adapted to printing, stationery and bookbinding trades. References given if desired. P. LAWRENCE PRINTING MACHIN-ERY CO., Ltd., 57 Shoe Lane, London, E. C.

#### BOOKS.

SIMPLEX TYPE COMPUTER by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body-type, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, \$1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information n t always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown, 74 pages, 6½ by 10 inches, cloth, \$1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING—A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, \$2 postpaid. THE INLAND PRINTER CO., Chicago.

BOOK IMPOSITION — Do you readily meet all its problems? If not, study "Theory and Practice of Book Imposition," by Charles J. Schott, 617 Peoples Bank, Seattle, Wash. Circular on application.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. \$1 by mail. THE INLAND PRINTER COMPANY, Chicago.

### BUSINESS OPPORTUNITIES.

HERE IS A BUSINESS opportunity for two or three young men in the printing line. I have a printing plant with a capacity for \$300,000 worth of business a year, in perhaps the best city for printing in the United States. The Automobile printing alone is said to be two million dollars a year. First-class work is demanded, price is not considered. I have a new Hoe web that beats them all for cheap work, and plenty of work in prospect to keep it busy. There is a profit of \$30,000 a year if properly handled. It will require young, hustling men who can do good work. I will sell at a reasonable price and on very easy terms to right party, and will give good reasons for wanting to sell. D 738.

FOR SALE.—Printing plant in Chicago; building newly erected for the business, 1,800 square feet floor space, fine light, good location; equipment for jobwork, for composition, and for printing of books, magazines, and pamphlets; Linotype, No. 5, Miehle 28 by 42 cylinder press, three Gordon presses, proof press, folding-machine, cutting-machine, electric motors and all appurtenances; to sell as going concern, together with good will, which constitutes several monthly magazines and jobwork. D 767.

FOR SALE—An up-to-date stock of office supplies and stationery and a plant equipped for the manufacture of blank-books, etc., including a ruling-machine, in the best county seat town in the State of Missouri. Plenty of county and city work. This plant cleared 100 per cent in the year 1911. Plenty of room to grow, and no opposition in the town. This is a splendid opportunity for one or two men with push and energy. D 752.

FOR SALE —A finely equipped printing and binding plant will be sold to close an estate. Owner amassed a fortune in this business. 5 high-class cylinders, Brown and Dexter folders; Seybold 20th Century cutter, etc. Proposition will bear close investigation. Plant is operated under Typothetæ Cost System. D 730.

Megill's Patent SPRING TONGUE GAUGE PINS \$1.20 per doz. with extra tongues



MEGILL'S PATENT

Automatic Register Gauge automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only

E. L. MEGILL, Pat. and Mfr. 60 Duane Street **NEW YORK** From us or your dealer. Free booklets.

Megill's Patent DOUBLE-GRIP GAUGES \$1.25 set of 3 with extra tongues



VISE GRIP

WE WANT THE NAMES of printers who would be interested in a profitable mail-order printing proposition. Good profits, no extra work but your mail to answer. Write for particulars at once. PENINSULAR PRESS, 108 Monroe st., Grand Rapids, Mich.

FOR SALE —A complete, practically new printing plant; Linotype, Miehle press, etc.; now in operation; for rent or for sale on long, easy terms. Address M. OWEN, 825 Perdido st., New Orleans, La.

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FOR SALE — Half interest in linotype plant of 3 machines; fine equipment and a money-maker; located in best city in United States of its size; best of reasons for selling. D 706.

WANTED — Local representatives for the "Graphic Arts Year Book"; a splendid opportunity to make extra money. Address THE REPUBLICAN PUB. CO., Hamilton, Ohio.

\$10,000 will buy retiring partner's interest in the best-paying railroad and catalogue printing house in large city in Central West. Will sell only to practical man. D 746.

A SNAP — Two-press job-printing plant in Iowa railroad town, 6,000 population. Good business. Bargain if taken at once. D 729.

FOR SALE — Profitable and complete job-printing plant doing \$18,000 gross business. Good bargain. B 744.

#### Publishing.

A SMALL monthly publication in machinery field can be bought for \$500. HARRIS-DIBBLE COMPANY, Masonic bldg., New York city.

#### **ENGRAVING METHODS**

ANYBODY CAN MAKE CUTS with my simple transferring and etching process: nice cuts from prints, drawings, photos are easily and ouickly made by the unskilled on common sheet zinc; price of process, \$1; all material costs at any drug store, about 75 cents. Circular and specimens for stamp. THOMAS M. DAY, Box 12, Windfall, Ind.

ANYBODY can make 65 and 80 line screen multiplate cuts cheap, simple, practical. Screen, metallic plates and process as low as \$2. Specimens free. M. T. McKINLEY, Winona, Minn.

BOOKBINDERS' MACHINERY — Before buying elsewhere a secondhand or rebuilt Smyth machine, send us the serial number on name-plate and we will give you its history and age; we are now, and have been for over wenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between The Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York city, and Fisher building, Chicago, Ill.

STERFOTYPING OUTFIT FOR SALE—Four drying-blankets, one steam-table, one casting-box, one elevating-table, two type-high chases, one beating-brush, one steam generator, and iron flooring; all as good as new, has been in use two weeks. Apply to YOUNG CHURCHMAN CO., 312 Montgomery bldg., Milwaukee, Wis.

DAHLY MULTIPLEX POWER PUNCHING MACHINE, 34½ in. wide, top table, graduated scale, positive block lock; largest and most durable punch made; price, \$125, heads and dies extra; send for catalogue and list of users. Manufactured by RAYFIELD-DAHLY CO., 720-722 S. Clark st., Chicago.

FOR SALE — Rebuilt Monitor wire-stitchers, Rosback perforators and punching machines, White numbering and paging machines, Tatum punching machines, McAdams pager, Donnell power embosser, Seybold die cutter. RAYFIELD-DAHLY CO., 720-722 S. Clark st., Chicago.

TWO No. 3 and one No. 1 magazines for Mergenthaler Linotype. Guaranteed in A1 condition. Will sell for \$75 each or \$200 for the three. SCHENECTADY GAZETTE, Schenectady, N. Y.

FOR SALE — Half interest in linotype plant of 3 machines; fine equipment and a money-maker; located in best city in United States of its size; best of reasons for selling. D 706.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

FOR SALE — One Model No. 1 Linotype, No. 1112, and one Canadian Linotype, No. M-3204; both in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S., Canada.

FOR SALE — New No. 4 Model Linotype, complete with motor, four magazines, 6, 8, 10 and 12 point matrices, Rogers tabular attachment. D 638.

REBUILT guaranteed printing and bookbinding machinery, and material; send for list. RICHARD PRESTON, 167 E. Oliver st., Boston, Mass.

LINOTYPES FOR SALE — Three Model 1 Linotypes. Address RICHMOND PRESS, INC., Governor and Ross sts., Richmond, Va.

#### HELP WANTED.

#### Ad.-men.

AN OPENING in Toronto with old, established wholesale and retail house for young man to take charge of advertising department; credentials from good advertising school and a year or more experience desired; big opportunity for right young man willing to start practically a new department and develop it; required to conduct a monthly house organ and start at once on next season's fall campaign; state age, experience, credentials and salary expected. D 765.

BINDERY FOREMAN, competent in all branches, good mechanical and executive ability. Good references. Sober, steady, reliable, wants position anywhere. D 459.

WANTED — Bindery foreman and finisher, open shop, nine hours. Steady position for right man. State wages and references. D 731.

#### Compositors.

WANTED —A young printer with fair knowledge of composition and press-work is offered an opportunity to complete his literary education by work-ing part of his time to pay expenses. Address The Dean, LINCOLN MEMORIAL UNIVERSITY, Cumberland Gap, Tenn.

WANTED — A first-class English-German job compositor and make-up man one who is capable of originating ideas and executing same in workmanlike manner; steady position for right man. D 762.

WANTED — First-class copper etcher and finisher; steady work and good salary. Address CAPITOL ENGRAVING CO., Springfield, Ill.

WANTED — Color-etcher. Kindly state experience when answering this ad., also state salary expected. D 757.

WANTED - Half-tone photographer. Steady position. D 751.

#### Foremen.

PRINTING MANAGER WANTED — The controlling interest in a large, dividend-paying corporation, located in the East, enjoying national reputation for superior product in fine commercial advertising, catalogue and color printing, seeks a man of large and proven ability, practical in all departments, familiar with estimating, advanced cost system, and with artistic instinct or training, a good correspondent, temperate, moral and of high integrity; in fact, only a successful, practical man will be considered for this position; full particulars of past record must accompany application, which will be treated in strict confidence; an interview will be arranged for after careful consideration; an opportunity to secure a large interest in this corporation may be arranged if successful and mutually satisfactory. D 694.

ASSISTANT FOREMAN—Thoroughly competent job compositor, with good all-around knowledge and experience at the trade and accustomed to handling high-grade modern typography; one qualified to act as assistant foreman in handling composing-room detail, direction, etc.; good opportunity for capable man; state age, past experience, salary desired, etc. Address PRINTING ART CO., P. O. Box 216, Cincinnati, Ohio.

WANTED — Foreman for printing-office in Boston. A first-class nonworking foreman for a medium-sized plant doing jobwork, loose-leaf and manifold work. Must have all-around experience and be a hustler; to such, a good proposition is open. State age, salary wanted, and where last employed, otherwise no attention paid to application. D 745.

COMPOSING-ROOM WORKING FOREMAN — One with intelligence and push, for the most progressive job and specialty medium-sized plants, whose opportunities are unlimited, in western city of 500,000 inhabitants; must invest \$2,000; 7 per cent interest guaranteed; bears closest investigation. D 356.

SUPERINTENDENT for up-to-date New England printing plant making a specialty of high-grade book and catalogue work. D 728.

WANTED — Expert ink man, able to match colors, tints, etc., correctly.

Apply F. H. LEVEY CO., 541 S. Dearborn st., Chicago.

#### Instructors.

TRADE-SCHOOL INSTRUCTOR in printing for a New York trade school; fine opportunity for an all-around printer with good education. D 766.

#### Pressmen.

PRESSMAN APPRENTICE — Wants to be a young chap, with intelligence and push, to gradually work himself to the head of the pressroom of one of the most progressive plants in western city; must invest \$1,000; 7 per cent interest guaranteed; a rare opportunity for one with ambition; bears close investigation. D 764.

WANTED—Assistant Harris pressman, experienced on 15 by 18 two-color automatic; no other need apply; steady work day or night. M. M. ROTHSCHLD, INC., 711 S. Dearborn st., Chicago, Ill.

PROOFREADER — High grade, with thorough experience; must be a practical printer accustomed to high-grade work and of good education; state age, previous experience, etc.; good opening for reliable man of ability. THE McDONALD PRINTING CO., 111-117 Longworth st., Cincinnati, Ohio.

WANTED — Experienced proofreader, accurate and otherwise proficient; practical printer preferred; give full particulars. GRIT PUBLISHING CO., WILLIAMSPORT, Pa.

WANTED — First-class ruler. Address McCLELLAN PAPER COMPANY 245 First ave., No., Minneapolis, Minn.

#### Solicitors

WANTED — First-class solicitor and estimator for job printing, ruling and bookbinding establishment; none but the best need apply; give reference, experience and state salary. J. H. VITCHESTAIN, 330 Bailey ave., Pittsburgh, Pa.

#### Steel-die Printer.

WANTED — Steel-die and copper-plate printer; we have power stamper and one copper-plate press; nice job for steady, reliable man. Address McKEE PRINTING CO., Butte, Mont.

#### Stonemen

JOSEPH MACK PRINTING HOUSE, Detroit, Mich., desire the services of two first-class stonemen accustomed to the handling and lining up of best class of catalogue and general color work. Steady positions.

#### INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want—No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, §5.

#### SITUATIONS WANTED.

#### All-around Men.

WANTED — Position by young man in newspaper or job office; all-around printer, also reporter; union. C. A. WILHELM, 410 N. Perry st., Peria III.

#### Folder Operators.

POSITION WANTED on folder by A1 operator and all-around mechanic, 2 or 3 machines (have handled more) automatic or hand feed; Dexters preferred; Chicago only. D 754.

#### Foremen

WANTED — Position as superintendent or manager; thoroughly experienced man, at present employed; good executive, buyer and capable of meeting first-class trade; good estimator and understand latest cost systems; can furnish best of references; willing to take interest if mutually satisfactory to both after reasonable trial. D 759.

PRINTING SUPERINTENDENT, of high grade, seeks change. My experience covers the best in handling help, costs, system, estimating, sales, efficiency. Finest references. WILLIS, Wayne Hotel, Detroit, Mich.

COMPOSING-ROOM foreman in establishment doing high-grade work desires new location; expert on Linotype. D 760.

#### Newspaper Men.

WANTED — Position as advertising or business manager of daily newspaper; prefer Texas or South; have had some years of experience in Texas; strictly sober, years of experience, best of references; reason for making change on account of climate. Address BUSINESS, Box 522, Rock Island, Ill.

#### Office Men.

CAPABLE OFFICE MAN, expert estimator on large and small work, seeks permanent position; practical, up on costs, efficiency, right methods; age 30, married; give details, state salary. D 429.

#### Pressmen.

PRESSMAN, who is thoroughly capable of taking charge, wants a position with a reliable house; good executive, and can produce the highest grade of catalogue and color work economically and quickly. D 505.

PRESSROOM FOREMAN, good executive ability, reliable, temperate, experienced on all grades of printing, desires position with progressive firm. D 758

WANTED — Position in Pacific Northwest by a first-class cylinder pressman, thoroughly competent on half-tone work. D 724.

#### Proofreaders.

PROOFREADER open for position in medium-sized shop; can operate keyboard. State salary. D 615.

#### Stonemen

STONEMAN-COMPOSITOR, thoroughly experienced on all grades of work; capable of taking charge of composing-room; age 25; nonunion. D 485.

#### WANTED TO LEASE.

WANTED TO LEASE, buy, or lease with privilege of buying, a country weekly or semiweekly. D 741.

#### WANTED TO PURCHASE

WANTED — One secondhand magazine for Model 3 Linotype; also secondhand magazine for Model 1. Would trade complete Rogers Tabular System for either. For particulars address WM. MITCHELL PRINTING CO., Greenfield, Ind.

WANTED TO PURCHASE — Smyth casemaker, Crawley rounder and backer and other bookbinding machinery. Address, with full particulars and prices, LOTOS ADVERTISING CO., Room 509, 17 Madison av., New York city.

WANTED — For cash, Harris automatic two-color press, 15 by 18. Address, stating age of press and condition and lowest price. M. M. ROTHS-CHILD, 711 S. Dearborn st., Chicago, Ill.

WE DESIRE to purchase a secondhand stippling machine or roller embossing machine, taking not less than a twenty-four inch sheet. D 748.

WANTED — Williams' web feeder; state condition and price. PHOENIX PRINTING COMPANY, Milwaukee, Wis.

#### BUSINESS DIRECTORY.

#### Advertising Blotters.

PRINT BLOTTERS for yourself—the best advertising medium for printers.

We furnish handsome color-plates, strong wording and complete "layout"—new design each month. Write-to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio.

8-12

#### Case-making and Embossing.

SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates.

#### Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases for job and cylinder presses.

#### Coated Paper Manufacturers.

NEW YORK COATED PAPER CO., Passaic, N. J. Our specialty: Embossed, trade-mark and waterproof surface coated and printed papers, in 1, 2 and 3 colors, for bookbinders, blank-book, box, leather goods, suit-case and trunk manufacturers, etc.

#### Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE, 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo. Satin-finish plates. 6-12

#### Cost Systems and Installations.

COST SYSTEMS designed and installed to meet every condition in the graphic trades. Write for booklet, "The Science of Cost Finding." THE ROBERT S. DENHAM CO., 342 Caxton bldg., Cleveland, Ohio. 10-12

#### Counters

HART, R. A., Battle Creek, Mich. Counters for job presses. Also paper joggers, "Giant" Gordon press-brakes. Printers' form trucks. 5-12

#### Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nickeltyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-13

#### Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-12

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

F. WESEL MFG. CO., Brooklyn, N. Y., machinery and supplies for every detail of the trade; New York salesroom, 10 Spruce st.; Chicago Office, 431 S. Dearborn st.

WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638
Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York.

#### Embossers and Engravers -- Copper and Steel.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-12

#### Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for \$1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

WETTER Numbering Machine S
Wetter Numbering Machine Company
337 Classon Avenue, Brooklyn, New York, U. S. A.
SOLD AT RIGHT PRICES

In a Class by Itself

ALL TYPE FOUNDERS AND DEALERS

#### Embossing Dies.

YOUNG, WM. R., 121-123 N. Sixth st., Philadelphia, Pa. Printing and embossing dies, brass, steel, zinc; first-class workmanship. 7-12

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#### Envelopes Printers or Stationers Can Make.

SEWELL, ALFRED L., Niles, Mich., U. S. A. (30 years manager of envelope factory), teaches you to make hand-made envelopes if you mail him a dollar bill and 8 2-cent postage stamps or send 2-cent stamp for further particulars. Your convenience and profit.

#### Grinders and Cutting-room Specialties

WE SELL to printers, lithographers and related trades and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knife-grinders. Prices right. E. C. KEYSER & CO., 722 S. Clark st.,

#### Guaranteed Flat Gummed Papers.

DEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed flat gummed papers in the sheet and in the roll. Chicago office, 452 Monadnock bldg. 2-13

#### Gummed Labels and Advertising Stickers.

STANDARD PUB. CO., Vineland, N. J. Gummed labels and stickers for the trade. Send for catalogue. 6-12

#### Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers in sheets and rolls. 5-12

JONES, SAMUEL, & CO., Waverly Park, N. J. Our specialty is Noncurling Gummed Paper. Stocks in every city. 2-12

#### Gummed Tape in Rolls and Rapid-sealing Machine.

JAMES D. McLAURIN & CO., INC., 127 White st., New York city. "B dog" brand gummed tape. Every inch guaranteed to stick. 6-12

#### Ink Manufacturers.

AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st., Chicago. 3-13

GOLDING MFG. CO., Franklin, Mass. Golding Jobbers, \$200-\$600; Embosser, \$300-\$400; Pearl, \$70-\$214; Roll-feed Duplex Triplex. 8-12

#### Lino-typewriter.

LINO-TYPEWRITER — The printer's typewriter, with linotype keyboard; the peer of any typewriter built; easy terms. BUCKNER LINO-TYPEWRITER CO., Berkeley, Cal.

#### Mercantile Agency.

THE TYPO MERCANTILE AGENCY, Central Offices, 160 Broadway, New York; Western Office, 108 La Salle st., Chicago. The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. 7-12

#### Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipments for printing-presses and allied machines a specialty. 3-13

#### Numbering Machines for Printing-presses.

WETTER NUMBERING MACHINE CO., 335 Classon av., Brooklyn, N. Y. Special machines for rotary presses of any make. Prices that talk. 1-13

#### Paper Cutters.

GOLDING MFG. CO., Franklin, Mass. Lever, \$130-\$210; Power, \$240-\$600; Auto-clamp, \$450-\$600; Pearl, \$40-\$77; Card, \$8-\$40. 8-12

OSWEGO MACHINE WORKS, Oswego, New York. The Oswego, Brown & Carver and Ontario — Cutters exclusively.

SHNIEDEWEND, PAUL, & CO., 631 W. Jackson blvd., Chicago.

#### Photoengravers.

SHEPARD, THE HENRY O., CO., illustrators, engravers and electrotypers, three-color process plates. 632 Sherman st., Chicago. 12-12

BLOMGREN BROTHERS & CO., 612 Sherman st., Chicago. Photo, half-tone, wood engraving and electrotyping. 11-12

#### Photoengravers' Machinery and Supplies.

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

F. WESEL MFG. CO., New York and Brooklyn; Chicago office, 431 S. Dearborn st.; "WESEL QUALITY."

WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York. 2-13

#### Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia,

#### Presses.

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery.

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago Office, 7 S. Dearborn et.

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-12

#### Printers' Machinery.

ARE YOU LOOKING for big bargains in new or rebuilt printers' machinery?

We rebuild all kinds, buy or sell; you can not afford to overlook our large stock of presses and other machinery; write us your wants; we sell only dependable rebuilt machinery.

DRISCOLL & FLETCHER, Buffalo, N. Y.

#### Printers' Rollers and Roller Composition.

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.

ALLIED FIRMS.
Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.
Bernhard Dietz Co., 231-233 Forrest st., Baltimore, Md. 10-12

BINGHAM'S SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; First av. and Ross st., Fittsburgh; 706 Baltimore av., Kansas City; 52-54 S. Forsyth st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis.; 919-921 4th st., So., Minneapolis, Minn.; 609-611 Chestnut st., Des Moince, Iowa.

BUCKIE PRINTERS' ROLLER CO., 714 S. Clark st., Chicago; St. Louis, Detroit, St. Paul; printers' rollers and tablet composition. 6-12

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850.

#### Printers' Supplies.

BARNHART BROTHERS & SPINDLER, Chicago. Scientific printing-office equipments. 7-12

#### Printing Material.

BARNHART BROTHERS & SPINDLER, Chicago. Babe revolution and fast news presses; also new and rebuilt. Babcock drums, two-ouilt. 7-12

#### Proof Presses for Photoengravers and Printers.

SHNIEDEWEND, PAUL, & CO., 631 W. Jackson blvd., Chicago.

#### Special Machinery.

GEORGE W. SWIFT, JR., designer and manufacturer of special machinery for manufacturing and printing paper goods. BORDENTOWN, N. J.

#### Stereotyping Outfits.

A COLD SIMPLEX STEREOTYPING OUTFIT, \$19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat; simpler, better, quicker, safer, easier on the type, and costs no more than papier-maché; also two engraving methods costing only \$5 with materials, by which engraved plates are cast in stereo metal from drawings made on cardboard. "Ready-to-use" cold matrix sheets, \$1. HENRY KAHRS, 240 E. 33d st., New York city.

#### Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses—Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburgh, Cleveland, Cincinnati, St. Louis, Chicago, Detroit, Kansas City, Minneapolis, Denver, Dallas, Los Angeles, San Francisco, Portland, Spokane, Seattle, Vancouver.

BARNHART BROTHERS & SPINDLER, Chicago. Type, borders, ornaments, electros, brass rule, galleys, rebuilt machinery. 7-12

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 43 Centre st. and 15 Elm st., New York. 11-12



Dearborn St. Chicago, Ill.

Chandler & Price Machinery, Golding Presses, Swink Cylinders, Challenge Products, Hamilton Wood Goods, Motors and Printing Material, Rebuilt Machinery.

### EMBOSSING IS EASY

If you use STEWART'S EMBOSSING BOARD

Simple, economical, durable Sheets, 6 x 9 inches. \$1.00 a Dozen, postpaid

THE INLAND PRINTER COMPANY

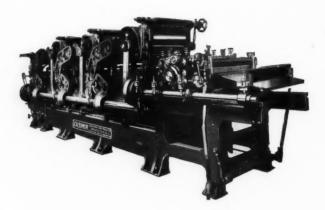
632 Sherman Street, CHICAGO.

THE CASIMIR PRESS is the perfection of an old idea—the joining in series of bed-and-platen presses through which to pass a web of paper. The Casimir Press, however, contains quantities of patented improvements, and is so highly refined no previous machine is comparable to it.

T IS A HIGH-SPEED, AUTOMATIC machine, heavy enough for die-cutting and embossing, accurate enough for the finest register, and fast enough to be a big moneymaking time-saver. It prints five to seven thousand per hour in any number of colors on both sides.

THE CASIMIR PRESS also punches, numbers, slits, perforates, rewinds, slip-sheets, and with belt-carrier and multiple cut-off can handle almost any kind of a job automatically.

Send samples and—

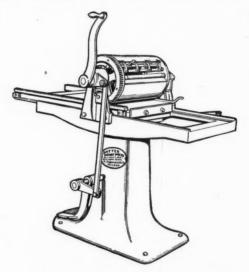


Get a figure

Selling Agents
A. F. WANNER & CO.
431 So. Dearborn St.
CHICAGO

CASIMIR PRESS Style % (three colors one side) Size 12 x 21 (inches inside chase) Manufacturers
CASIMIR VON PHILP CO.
Bridgeton
N. J.

POTTER PROOF PRESSES are manufactured by
A. F. WANNER & CO.
431 So. Dearborn St.
CHICAGO



POTTER PROOF PRESSES

are being sold
in all
civilized
countries

No. 2 Potter Proof Press, bed size 16½ x25 in. illustrated herewith, can be furnished with automatic inking device and also feedboard A CERTAIN LARGE MANUFACTURING CONCERN (name on request) is using two Potter Proof Presses, No. 2 and No. 3, in the advertising composing-room to provide their ad.-writers with proof in precisely the paper, type, form and color specified, from which to study and revise.

THERE BEING NO DISCOUNT chargeable to Potter Proof Press Proof, the advertising manager knows exactly what he is ordering; the printer knows just what he must furnish; system supplants uncertainty. The Potter Proof Press yields the best cylinder press results.

No. 3 Potter Proof Press, bed size 25 x 32 in., is regularly equipped with inking device and feedboard, and we have lately added an automatic trip.

### Cameo Jobs Bring Business

Whenever you send out a Cameo job its very appearance is sure to gain attention — the rich, handsome effects are so noticeably different from ordinary shiny paper results. And YOU get the credit. Business men appreciate the beauty of Cameo work — even though they don't realize just the reasons for its attractiveness. Add Cameo to your everyday equipment and build prestige for your shop.



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## **CAMEO PLATE**



COATED BOOK-White or Sepia

If you want to get the very best results with Cameo, note these few suggestions.

Use deeply etched half-tone plates, about 150-line is best. Make your overlay on slightly thicker paper than for regular coated. Build up an even grading from high lights to solids.

INK. Should be of fairly heavy body, one which will not run too freely, and a greater amount of ordinary cut ink must be carried than for glossy papers. The richest effect that can be obtained in one printing comes from the use of double-tone ink on Cameo Plate. Of this ink less is required than for glossy paper. There is no trouble from "picking."

IMPRESSION. Should be heavy, but only such as will ensure an unbroken screen and even contact.

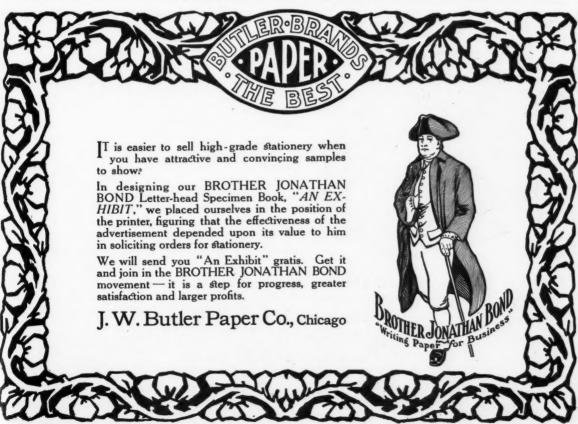
Cameo is the best stock for all half-tones except those intended to show polished and mechanical subjects in micro-scopic detail.

Use Cameo paper according to these instructions and every half-tone job you run will bring you prestige.

Send for Sample-book

### S. D. WARREN & CO., 160 Devonshire St., Boston, Mass.

Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers.



### INKS THAT MAKE DIVIDENDS

The printer must look out for cost of production, and the *greatest value* in ink at the *least price* is the first step toward true economy and profit.

## Jaenecke's Printing Inks

have a known value — an established standard for quality, and the "ANCHOR" trade-mark means a guarantee of the very highest quality. Have you our Specimen Book? It will interest you. Write for it.

NEW YORK PHILADELPHIA

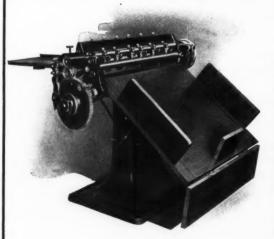


ST. LOUIS DETROIT, PITTSBURG

Main Office and Works-NEWARK, N. J.

### THE JAENECKE PRINTING INK COMPANY

CHICAGO OFFICE: New Number, 531 S. Dearborn Street
Old Number, 351 Dearborn Street



# The New Universal-Peerless Rotary Perforator

offers a greater range of efficiency, by reason of its vast improvements, than the old "PEERLESS" rotary, which already stood at the head of its class as the one *standard* and *dependable* perforator.

It is now being built in three standard sizes, taking sheets 30, 36 and 42 inches wide, and each size is equipped with six perforating heads and one scoring head; heads being adjustable to perforate at parallel intervals of from  $\frac{5}{6}$  of an inch up to any desired width.

This space will not permit of our going into all of the advantageous details, so best get complete catalogue giving full particulars.

### A FEW DISTINGUISHING FEATURES

The frame is an artistic column that supports the perforating mechanism.

There are no rubber bands or tapes used in the construction. All feed rolls are of metal.

The bearings are oilless, and will never require lubrication.

The feed-gauge is adjustable to either right or left hand feed. The burr-flattener is of a new design.

The gearing is all protected. The finish is the very best.

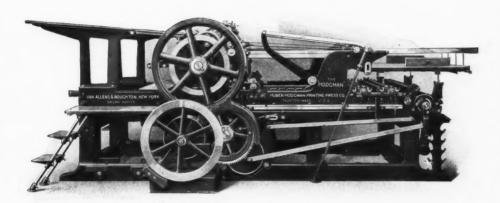
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ILL. MIDDOWS BROS.
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Manufactured by

# THE HUBER-HODGMAN PRINTING PRESS



#### THE HODGMAN

THE New Hodgman Press must be seen to be appreciated. The top of the bed being only thirty-four inches from the floor, all sizes, you can readily see how much easier to put on the form. This press has five tracks — one under each bearer and one directly under the center where the cumbersome and heavy rack hangers and shoes are placed on other machines. The new movement Hodgman has no shoes or rack hangers, and in their place is a four-inch track, giving a rigid impression. The new driving mechanism, doing away with the shoes and rack hangers, is the most durable and powerful reverse ever used on any press, eliminating vibration and noise and giving great speed. The new cylinder lift gives absolutely rigid impression. We are having unstinted praises from every user. This machine is up to date with many new features that appeal to the users. It will take you but a few minutes to place your own estimate on its merits. See it, and know the value of this modern printing press — the fastest speed and most durable in construction built.

### VAN ALLENS & BOUGHTON

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FACTORY-TAUNTON, MASS.

AGENT, ENGLAND,
P. LAWRENCE PRINTING MACHINERY CO., Ltd.
57 Shoe Lane, London, E. C.

WESTERN OFFICE, 343 S. Dearborn Street, H. W. THORNTON, Manager, Telephone, Harrison 801. CHICAGO

### Chandler & Price

### lever Paper Cutter

Always Popular makes a place for itself in any printing plant, whether it be the only cutting machine of the new establishment or an auxiliary cutter in the largest house.

Perfectly counterbalanced, it is easiest to operate, and is



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Dealers



Adjustable Lever

Low Cost

of Up-Keep

Note these Features

Easy to

Operate

built extra heavy to withstand strains.

All parts are interchangeable, making repairs a small item. Its long life and durability are strong points of merit.

A deep throat and ample table are appreciated by the operator.

Moderate in price and manufactured with the same care as are other Chandler & Price machines, this Lever Paper Cutter should interest you. Write for full information.

You Should Install One

The Chandler & Price Co. Cleveland, Ohio

### What Cost Systems have really accomplished

is told in an instructive manner in the

### April Number of The American Printer

one of the most interesting issues of this printers' magazine that has ever been published. What commission should a salesman receive? Read the answers from a score of shops. What employing printers were doing fifty years ago - the first of a series of interesting historical articles. Another lesson on estimating; do not miss it. How to engrave on wood. A new department, "Finding the Printers' Cost." An American newspaper in the heart of the Chinese revolution. Press-room problems solved. Typographic pages reset. A page of queer and funny things. Books and commercial specimens reviewed. Letters from readers, and departments on bookbinding, machine composition, ideas, foreign news.



Why the New York printers don't get together, and other organization news. Special color plates of timely Easter subjects, and many other illustrations.

American Printer readers get original matter prepared exclusively for them.

Send thirty cents for a sample copy of the April number now, or three dollars for a year's subscription

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You have an unusual opportunity to reach the Office Appliance Dealer, Retail Stationer, and Purchasing Agent, through only ONE medium - the

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An examination of the magazine itself shows you why.

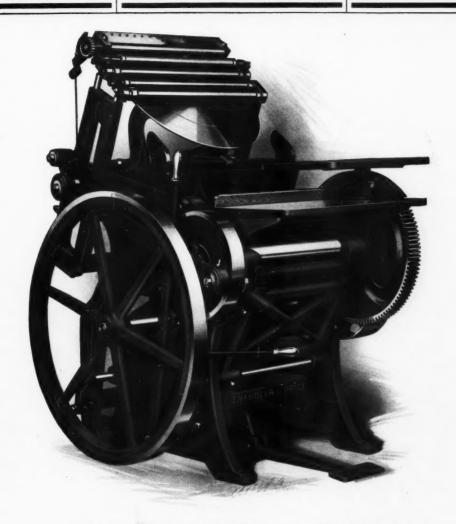
¶ The Office Appliance Dealer and the Retail Stationer subscribe for it because it handles the selling end of their lines in a businesslike manner. Every issue contains articles of sales plans of real practical value

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# THE CHANDLER & PRICE NEW SERIES PRESS

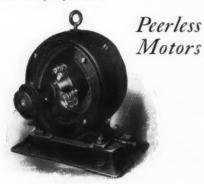
Announcement is made of the completion of the Chandler & Price New Series Press. Printers are invited to inquire about this, the latest and best offering of the factory, full particulars of which will be sent upon request

THE CHANDLER & PRICE COMPANY CLEVELAND, OHIO

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### Built for Your Requirements

When you install a motor built upon lines of scientific knowledge of that which is required, you place your plant in motion under true economy and dependable "every-day service."



Before you decide on your Motor Power - suppose you look well to the "Power Cost" item. Our Motor Power "holds down" your cost of production to where it belongs.

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### The Peerless Electric Co.

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adnock Block. NEW YORK, 43 West 27th Street
And All Principal Cities CHICAGO, 452 Monadnock Block.

### You'll Be Proud of the Day

these progressive printers induce you to adopt "The Johnson Way" of roller care. The big saving of press-time will give you a lot more of real money and pay the first cost in a few weeks. We guarantee you satisfaction and invite you to write for descriptive folder and copies of the complete text of these letters and others equally interesting.

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"The Johnson Way" and "The Only Way" are, in our opinion, synonymous terms as applied to roller racks.

"THE CROWN PRESS, Chicago
I am pleased to endorse "The Johnson Way." I believe it is the only way to wash and care for rollers.— Knapp, Supt.

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We would not for a moment think of going back to the old way of caring for rollers.

of caring for rollers.

THE CARGILL COMPANY, Grand Rapids

Your Roller Racks are a time-saver in sider no pressroom complete without them.

sider no pressroom complete without them.

GAGE PRINTING CO., LTD., Battle Creek
Your Automatic Roller Racks and Overlay Tables are cheap at
any price. They are saving us money every day.—Fred W. Gage.

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It is with pleasure that we endorse "The Johnson Way" of
taking care of printers' rollers.

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The Tables are very satisfactory. They are about the handlest
thing we have.

The Tables are very satisfactory. They are about the handlest thing we have.

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We have just added another Rack; we think they are indispensable to a clean and orderly pressroom.

I. P. AND A. U. TECHNICAL TRADE SCHOOL, Rogersville,
Tennessee
Your "Johnson Way" provides for maintaining the "tack" and lengthens the life of rollers far beyond the ordinary time of usefulness.—John Charters, Director.

THE SCHOOL OF PRINTING, Indianapolis
Your favors have materially assisted in making possible the excellent work of the school.—F. O. Climer, Director.

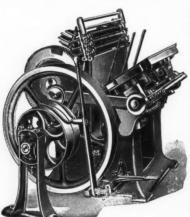
UNITED STATES INDIAN SCHOOL, Carlisle
Your method of treating rollers is taught to my class of forty-eight Indian apprentices. I believe in it thoroughly.— E. K. Mitler, Instructor of Printing.

THE AULT & WIBORG COMPANY, Cincinnati

THE AULT & WIBORG COMPANY, Cincinnati he Johnson Automatic Roller Racks are very satisfactory to us, can highly recommend them. The John

JOHNSON AUTOMATIC ROLLER RACK CO., Ltd., Battle Creek, Mich. Hamilton R. Marsh, Eastern Representative: New York, N. Y., 321 Pearl St. Philadelphia, Pa., 211-213 Chancellor St.

## The Most Satisfactory Evidence



that our line of Universal Presses supplies the greatest quality, quantity and variety of service at the least cost of production lies in the fact that printers and producers of specialty printing use none other than the

### Improved Universal Press

- and best of all, they continually add our presses to their plants.

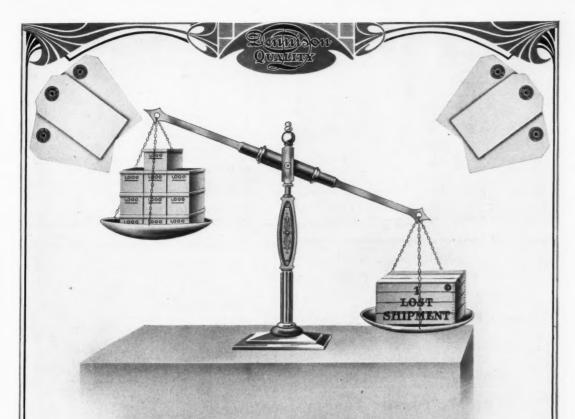
Our presses are especially designed for high-class work, half-tone, four-color cuts, cutting or creasing, and their character of production is absolutely unsurpassed in every respect.

Durability and simplicity have made for these presses a standing and undisturbed reputation among those who are daily using them.

We will gladly send you prices, catalogue, and further particulars if you are now ready to install a press that will serve manifold purposes in a dependable and satisfactory manner.

The National Machine Co., Manufacturers, Hartford, Connecticut

Sole Canadian Agents-MILLER & RICHARD, Toronto and Winnipeg



### The Argument for the Printer In Selling His Customer Stronger Tags

NE lost shipment in the majority of cases is worth two or three times yes, and sometimes twenty or thirty times the price of ten thousand tags. Cheap tags are the causes of lost shipments. Railroads rule against them.

### Dennisonis Standard All Rope Tags Stay On

Give your customer a sample of a Standard Tag, and ask him to tear it. Show him the rope fibres. If he has had cheap tags and lost shipments because of them, he will be impressed by the strength of the Standard tag. Sell Dennison Standard Tags and establish a reputation for Quality Goods.

Write for Samples

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WORKS AT FRAMINGHAM, MASS.

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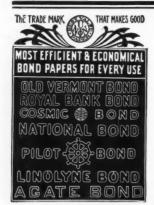
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You can increase your profits, too, by availing yourself of the Best Value Service. We maintain the service to aid Printers in building up a bigger business in Commercial Stationery.

Because such work is frequently "Rush" — we never fail to make deliveries on schedule time, and every paper in the Best Value lines offered gives the greatest value obtainable for the price you pay.

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This wide range of selection affords ample scope for the personal preferences of your customers—for qualities fitting the particular use to which the papers are to be put, and every bond offered means a maximum of Bond Paper Value at a minimum of expense. If interested, write us on your letter-head NOW.

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150 NASSAU STREET, NEW YORK

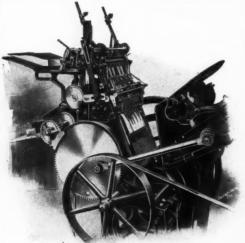
### Practical Text-book of Lithography

Art of Printing from Stone
By WARREN C. BROWNE

Price Postpaid THE NAT . \$2.50

THE NATIONAL LITHOGRAPHER
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# If You Are in Doubt—Then Our Free Trial Plan Will Convince You



C. & P. 10 x 15 Press equipped with Kirkman Automatic Feeder

THE printer who is anxious to know the truth about our proposition — we will place in his shop one of our Automatic Press Feeders on our "free trial plan," that the printer may carefully test and prove

### Here Is Our Offer:

just what our feeder can do.

We will ship on trial to any reliable printer a **Kirkman** Automatic Job Feeder. There are no strings to this offer. Can be applied to any 10x15 C. & P. Press.

Write at once for full particulars

### **AUTOMATIC PRESS FEEDER COMPANY**

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# Type Talks as Type

It speaks the subtle language of suggestion;—its forms, its boldness or delicacy, its general arrangement in various combinations of sizes, may be used by the advertising man to call up images—to enforce ideas

- JOSEPH EDWIN CHASNOFF

XAMINE the type work in the most expensive magazine space and in the business-producing department store advertising in the daily papers of the United States, and you will find that the American Type Families predominate.

Take for example the Cheltenham Family, which is the most widely used type face in the world to-day. It offers the advertiser the fullest possible range of legibility, emphasis and practical adaptation to all the requirements from extended to condensed display.

The Caslon Type Family now includes the original Caslon Oldstyle, New Caslon, New Caslon Italic, and Heavy Caslon, all closely related and more than doubling the value and usefulness of the widely used parent Caslon designs.

Make type talk for you to your greatest profit by using American Type Families.

## American Type Founders Company

BRANCHES IN ALL THE PRINCIPAL CITIES

Set in Cheltenham Wide and Cheltenham Bold

THE MILLER INCLINE TRUCK

Constructed to LIFT and CARRY up to 5,000 Pounds Saves REHANDLING — EOUIPMENT — MATERIAL

The MILLER TRUCK raises up to 3 inches from the floor—therefore, when skids are attached to the platforms they can not catch when run on to elevator or on uneven floors. The body of the TRUCK can not break, as it is made of 3-inch ash and oak, is firmly screwed together, and all corners are protected by angle iron.

In operating the MILLER TRUCK you merely screw the load forward, and therefore have no dead weight to lift.

One truck will handle 100 platforms. Truck can be operated in narrow aisles, as handle can remain in position as shown in cut while turning crank.

THE MILLER INCLINE TRUCK COMPANY
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# Sabin Robbins Paper Co.

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Specialists

Job Lots and Seconds

We carry a complete line of every grade of Coated Paper and Cardboards made in Seconds

Send Us Your Name for Our Mailing List

### A Progressive Printer

Must needs install the

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so as to produce overlays at the
MINIMUM COST OF PRODUCTION

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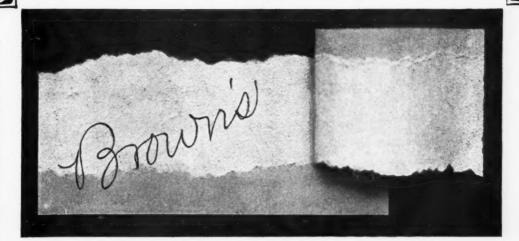
# Danish Tedger

Good Record Paper is business Insurance. No policy is better than to use DANISH LEDGER

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### B.D.RISING PAPER CO.

HOUSATONIC, BERKSHIRE COUNTY, MASSACHUSETTS



# Proving the Strength and Erasing Qualities of Brown's Linen Ledger Paper

HERE is a photographic reproduction of a piece of Brown's Linen Ledger Paper torn with a "split." There is handwriting in ink over the split. This test proves two remarkable qualities of this paper.

The split proves the long, tough fibre of the paper. Ordinary ledger paper tears without the sign of a split.

Long, tough fibre makes Brown's Linen Ledger Paper last for ages. Makes it ideal for hard-worked books. Makes it best for loose-leaf systems—the pages won't tear out.

The handwriting over the split was done with a sharp pen. The pen point did not stick, spatter or clog. The ink did not run, blur or blot.

THE fine writing qualities of Brown's Linen Ledger Paper extend way through the sheet. Erasures can be written over with a fine or coarse pen. This is a great aid to neat and tidy work.

A quality which illustration can not show is the color-fastness of Brown's Linen Ledger Paper. It never grows yellow with age. It gives permanent preservation of records—that is why it is Uncle Sam's Standard.

Recommend Brown's Linen Ledger Paper to your customers who want good, lasting Ledger, Record Books or Loose-Leaf systems. It possesses perfect ruling qualities. Write for samples and test this paper yourself.

We also make All Linen and Bond Papers of the better grades.

L. L. BROWN PAPER COMPANY ADAMS, BERKSFIRE COUNTY, MASS.

Established réso

Facsimile of water-mark which appears in each sheet

LLBROWN PAPER CO. LINEN LEDGER



### THIS IS THE CUTTER

HAVE your make-up man use it, and you will never more be troubled with blank linotype slugs blurring on that open page. Neither will you be paying your pressman to spend his time working on the form with a hammer and chisel.

SLUG BEFORE CUTTING

SLUG BEFORE CUTTING

SLUG AFTER CUTTING

SLUG AFTER CUTTING

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Shipped to responsible firms on ten days'

### THE LOWSLUG MACHINE COMPANY

WINSTON-SALEM, N. C.

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Treats of the nature and properties of zinc and aluminum and their treatment as printing surfaces. Thoroughly practical and invaluable alike to the expert and to those taking up metal-plate printing for the first time. Full particulars of rotary litho and offset litho methods and machines; details of special processes, plates and solutions. The price is 3/- or \$2.00, post free.

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The simplest and most accurate book for keeping track of all items of cost of every job done. Each book contains 100 leaves, 10x16, printed and ruled, and provides room for entering 3,000 jobs. Strongly bound, price \$3.00. Fourth edition.

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### TWO SIDES TO EVERYTHING

### Even Bond Paper

The right side (the side to print on) of Bond Paper is the dark side. You know this -

But -

Why not print your stationery and envelopes flat in the sheet, on the right side, and have us make up the stock into

### Guaranteed Sure-stick Envelopes

By so doing you can produce a much higher grade of work, at less cost to you, and assure your trade that Complete Satisfaction that is so essential in keeping your trade.

Think it over.

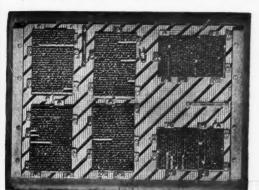
If the matter is not clear to you—call—write—send a messenger boy—telephone or telegraph—and we will "show you."

### Western States Envelope Company

311-313 East Water Street Milwaukee, Wis.

### Why Are Seventy-Five Per Cent of All Printing Plates Held on Wesel Blocks?

BECAUSE Wesel, better than others, meets the needs of the larger print-



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Our trained experts are continually making improvements and new inventions to perfect the art, and with facilities of the finest equipped machine shop, we believe there is no problem in platemaking too difficult for us to solve.

Let us send you "What Every Printer Should Know About Blocks and Register Hooks."

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New York Salesroom, 10 Spruce Street

Main Office and Factories, 70-80 Cranberry St., Brooklyn, N. Y. Chicago Office, 431 South Dearborn Street

Manufacturers of Printing Materials and everything for Photo-Engraving, Stereotyping and Electrotyping

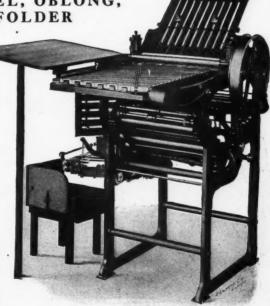
### The CLEVELAND FOLDER

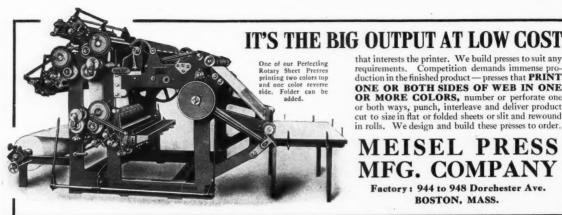
THE EFFICIENT PARALLEL, OBLONG, AND RIGHT-ANGLE FOLDER

- Perfect Register
- Highest Speed.
- -Greatest Range of Sizes. Sheets 2x3 to 19½ x 38.
- Largest Variety of Folds.
- No Tapes-No Knives used in Folding.
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- Installed on an Unconditional Guarantee of Absolute Satisfaction.

### The Cleveland Folding **Machine Company**

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that interests the printer. We build presses to suit any requirements. Competition demands immense production in the finished product — presses that **PRINT** ONE OR BOTH SIDES OF WEB IN ONE **OR MORE COLORS,** number or perforate one or both ways, punch, interleave and deliver product cut to size in flat or folded sheets or slit and rewound in rolls. We design and build these presses to order.

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Factory: 944 to 948 Dorchester Ave. BOSTON, MASS.

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Combines the three great essentials to the publisher:
SPEED - SIMPLICITY - DURABILITY

Read what one of the many users has to say.

Read what one of the many users has so say.

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Dick Patent Mailer Co.,
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Gentlemen, — I have been using your patent
mailer for five years with most satisfactory
results, and think it is the best and speediest
machine on the market to-day. My record
per hour is 6,500, which I think is the best
record in Texas. Would be pleased to have
you use this letter in any way you see fit.
Yours very truly, B. D. Geiser,
Foreman Mailing Dept,
Manufactured in inch and half inch sizes

Manufactured in inch and half inch sizes from two to five inches.

ther information, address

Rev. Robert Dick Estate, Buffalo, New York

## JAMES WHITE PAPER CO.



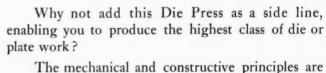
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absolutely correct - the newest - and when you install such a press you get the result of to-day's requirements.

It inks, wipes, polishes and prints at one operation from a die or plate, 5 x 9 inches, at a speed of 1,500 impressions per hour. We emboss center of a sheet 18 x 27 inches.

> Write for full particulars, prices, terms, etc. We manufacture two smaller sizes of press. Also hand-stamping and copperplate presses.

The Modern Machine Company Belleville, Illinois

## BEST MACHINE MADE

STEEL THROUGHOUT FULLY GUARANTEED

6 Wheels \$6.00

Less Than One Cent a Day

American Model 30

Nº 12345

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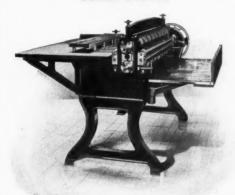
5 Wheels \$5.00
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DEALERS EVERYWHERE

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THE LANGSTON ROTARY BINDERS'
BOARD CUTTER



If you have BINDERS' BOARD or

FINE CARD STOCK

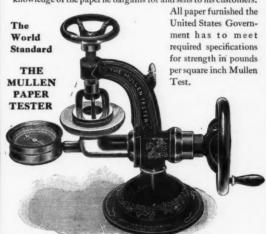
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Write

Samuel M. Langston Camden, N. J.

## Know the True Quality of the Paper You Buy!

The careful and successful printer needs as a protection accurate knowledge of the paper he bargains for and sells to his customers.



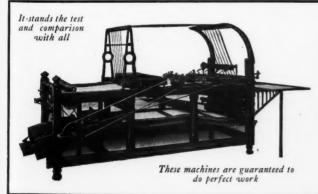
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### B. F. PERKINS & SON, Inc.

Sole Manufacturers

HOLYOKE, MASSACHUSETTS

European Agents: Parsons Trading Co., New York and London



### The Dewey Ruler Is Best Known by Its Results—

The Dewey Ruler is the known standard of perfection acknowledged by those who use and have seen the ruler in operation.

It is an up-to-date ruler, and before you make a new purchase or add additional equipment, suppose you drop us a line and obtain further facts.

Manufactured since 1863, but with improvements since 1910
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F. E. AND B. A. DEWEY SPRINGFIELD, MASS.











Keep each pile of stock on a separate platform. Slip the Cowan Truck under the platform instead of repiling onto a platform truck.

A pile of nested platforms occu-pying space of one ordinary plat-form truck.

#### American Writing Paper Co., Holyoke American Book Co., New York J. W. Butler Paper Co., Chicago Christian Science Publishing Co., Boston Crocker-McElwain Co., Holyoke Crunden Martin W. W. Co., St. Louis W. J. Gage & Co., Toronto Parsons Paper Co., Holyoke Scott Paper Co., Philadelphia Standard Oil Company Strathmore Paper Co., Mittineague Taylor-Burt Paper Co., Holyoke United States Envelope Co. Whiting Paper Co., Holyoke White & Wyckoff Mfg. Co., Holyoke

### Look Who's Using the COWAN SYSTEM

Twenty-seven of the largest concerns in the paper trade have already adopted this remarkable new system and enthusiastically endorse it.

All the equipment you need is a Cowan Truck and its inexpensive wooden platforms—costing 50c to 75c to build yourself.

The stock is not handled except in actual manufacturing processes. Not a sheet is soiled or spoiled in handling. At least half the time and labor, and all the waste of present methods is saved. Floor capacity is increased onethird. Keeps your stock up off the floor and reduces insurance rates. Write for descriptive booklet.

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By E. C. ANDREWS

#### WHAT EXPERT LEADERS THINK OF IT

#### Every Printer Has Use for It

It is one that every printer has use for and ought to have in his shop—not his bookcase.—J. Albert Heppes, Editorial Staff of Printing Art.

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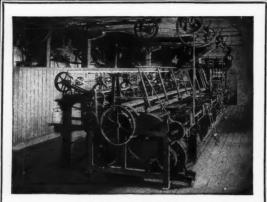
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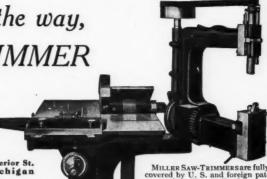
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"The advertising man is representative of the modern American system, achieving quick results through great energy. Advertising trains the mind, improves the style, compels close writing, unmistakable meaning, clear thought."

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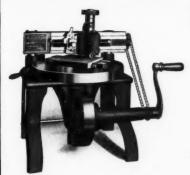
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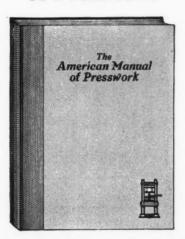
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Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

#### Good Job Men Make Desirable Linotype Operators

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The good ad. or job man who wants to place himself in the best possible position in the trade should learn to operate the linotype. The oldest, most successful and best school is

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Our Smart Card in Case

STEEL COMPANY
PITTSBURGH, PA.

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hat is incredible.

Is it not good logic that, if they have been such a mighty factor in the long established business of the J. B. Wiggins Company, whose reputation as a producer of the last word in engraving and die embossing

is a fundamental fact of the last half century of the business world, your business, however well established or how newly formed, must be benefited by the offering of these cards to your customers and to those who are not, but are much desired, whose patronage is distinctly worth while?

Think it over, and think what you are losing by not putting the logic of this fact to the supreme test—the sale of these cards in your own business. Begin right now to eliminate this loss and add this profit, Write to-day.

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624-632 Sherman St., CHICAGO

1729 Tribune Building, NEW YORK

PAMPHLET GIVING CONTENTS OF EACH BOOK MAILED ON REQUEST

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> "BUSINESS CRIME—The act of a man who buys valuable advertising space in good advertising mediums and uses *cheap stationery* to follow-up the inquiries."

He is like the merchant who advertises for customers and knocks them in the head as fast as they cross his threshold.

If all you master printers were to present your case to the merchant in just this form, you would awaken him to a true sense of his responsibilities and opportunities.

OLD COUNCIL TREE BOND is the remedy for such weaknesses as this Business Crime, and has been so well advertised that you will find your sales work half done by the time you reach the consumer. It creates the fine impression you must create when writing to people who have responded to your advertising.

We are trying to tell the merchant your story, as well as ours. We are helping you, Master Printers, with our advertising, our solicitors and our special representatives. Arm yourselves with OLD COUNCIL TREE BOND if you want quick dollars and cents and prestige as well.

NEENAH PAPER COMPANY Neenah, Wis. U. S. A.

Chicago Distributors — CHICAGO PAPER CO.
366 West Monroe Street



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Prints from the roll automatically, in One or Two Colors.

Does Perfect Bronzing, every objection to Bronzework being eliminated by it.

Rewinds, Cuts, Slits, Perforates, Punches.
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We make a specialty of installing complete outfits. Estimates and specifications furnished on request. Send for Catalogue.

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Why are Eagle inks first considered when inks are wanted for wet printing? It's the "know how" and quality. Allow us to refer you to some of the BIG ONES using our inks. It will surprise you.



Western Branch: Factory: 705 S. Dearborn Street, Chicago. Jersey City, N. J.

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By F. J. Trezise

¶ C. S. Peterson, the well-known Chicago printer and author of the chapter on "Use and Abuse of Type" in the Cyclopedia of Advertising, says:

"It is the best and most complete summary of its kind I have ever seen. I consider it invaluable to any job-printer who is or wishes to be competent in his trade."

¶ H. N. Kellogg, one of the principal officers of the American Newspaper Publishers' Association, writes:

"The specimens of advertisements which he gives demonstrate so clearly the correctness of his conclusions that the book can not fail to be beneficial to all who are interested in advertising."

136 pages; 65 illustrations; handsome board cover; printed in two colors.

Price, \$2.00

Every ad. man — writer or compositor — should have it.

THE INLAND PRINTER COMPANY

632 South Sherman Street Chicago, Ill.



#### Color-Matching Daylight Always at Your Service

You can now match colors by artificial light, with the same precision as you can in daylight.

The G. E. Color Matching Outfit gives the same kind of light as that which is obtained from a clear north sky.

The light given from the new outfit is scientifically ect. The spectrum shows it to be exactly the same as a true north light spectrum.

You can now work on stormy days, dark days, and at night time.

This 24 hours of daylight gives you a 24-hour-day working capacity

Independent of daylight you can materially increase production and take care of rush work.

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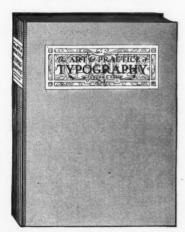
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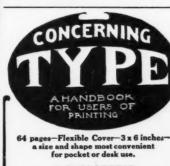
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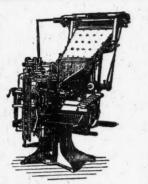
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(N. J.) New Inquirer, of which
Mr. Ivins is manager.

Over the time and labor saving advantages in MAKE-UP of Linotype slugs as compared with any other kind of composition.

He says:

"This feature was brought home to me very forcibly some months ago, on a job that had to be handled in an emergency. We were printing a set of specifications, 11 point. The job was set up and proofs submitted to the architect. Subsequently it was decided to employ two architects, and it was necessary to change every line in which the word 'architect' appeared to 'architects.' In addition to this, we discovered at noon, on a Monday, that the job had to be printed and delivered Tuesday at noon, which meant that the corrections make-up, and printing had to be done that same day, so that the job could go to the bindery early the next morning.

"It was two o'clock when the proofs reached our office, which is a small, one-machine place, as you may know. With only one man on the machine and one man in the composing-room, this meant considerable hustling. The corrections were made, 113 pages were made up, 15 forms were made up and printed, and the entire job was completed, so far as the printery was concerned, in 6 hours, besides which our wizard of the typeroom, Mr. Newman, performed other work in handling small jobs.

"Of course, I was amazed at the skill of the man, for I personally kept a close watch on the work, but I was equally amazed at the facility with which his work was made possible by the Linotype. A small shop does not carry enough leads and slugs, of all sizes, to permit of the right lengths being used as would be necessary in handling type. All sizes were used, nothing was pied, everything went smoothly, as it always does in handling Linotype work, and when that strenuous afternoon's work ended in the evening at about 8 o'clock, I was more than ever impressed with the fact that 'The Linotype way is the only way.'

"I can't conceive of any one man paging up 113 pages, and 15 forms of anything but Linotype matter in so short a time, in addition to the handling of such other work as the routine of a small shop calls for."

MAKE-UP is one of those leaks in the printing business on which much time may be wasted. There is only one way to save time and labor in make-up—

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